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BROOKE, SMITH & MOORE INC.

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P69
Nov 1915-
Jan 20,
1916

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIII | NEW YORK, NOVEMBER 4, 1915 | No. 5

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"The Brothers Dakota"

In the brilliant drama of the States, that had its inception in 1776 with an amateur cast of thirteen, there has been unfolded from time to time vivid scenes or startling acts of adventure, conquest, civilization, progress, manufacture, farming, merchandising, statesmanship, science, art and literature that have won the plaudits of the world.

The company enacting this wonderplay has been added to from time to time and now boasts of a well rounded-out cast of 48 stars.

Not all have had the good fortune to play the leading rôle—a few are yet to be heard from. We predict right here that when "The Brothers Dakota" step to the center of the stage, with all their wonderful natural talent and resources, their debut will mark another epoch in the history of these United States.

When these two versatile actors first associated with this world-famous galaxy of stars, they were naturally cast for villainous parts owing to their "bad injun" proclivities, but under the careful guidance of those masters of stagecraft—Generals Custer and Miles—they soon developed into twin "Stronghearts."

It won't be long now before their names will be in bold-faced type on the program, and in electric lights over the entrance.

There is just one thing lacking

(The Ayer & Son Advertisement is continued on page 99)

A Fore-ray of Light from a New Book

"The Interrupting Idea"

"In the successful advertising of every business or product, there must be an 'Interrupting Idea' — an original thought so different from conventional monotony, so much more dynamic than placid presentation that it interests the eye, influences the mind, and thus interrupts the casual reader."

This is the opening paragraph of a little book on advertising that is in itself an "Interrupting Idea."

It contains the essence of some major thoughts that are overlooked by many advertisers—that should be foremost in the minds of all advertisers.

The first edition is now on the press and will be sent on request to advertisers writing on their business letterheads. If you don't want to THINK, don't send for it.

"Put it up to men who know your market"

FEDERAL
ADVERTISING AGENCY
241 West Thirty-ninth Street, New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XCIII NEW YORK, NOVEMBER 4, 1915 No. 5

How Pyrene Broke into Dividend Column

Aggressive Sales and Advertising Methods That Relieved Pressing Problems of Growing Young Business

Authorized Interview by Charles W. Hurd with

Darwin R. James, Jr., and C. Louis Allen

Respectively President and Sales and Advertising Manager of Pyrene Manufacturing Company, New York, London, etc.

IN 1908, Pyrene was just a big idea, nothing more. Four years later, it had made a dent in the fire extinguisher business, but was getting just a bit wabbly in the legs, itself. To-day, the $1,000,000 New York company is in the dividend column in a very solid way. Even since the data for this article were collected, the Board of Directors has moved the company up from a 6 per cent to an 8 per cent basis. Six hundred thousand $7 and $8 Pyrene extinguishers have been sold, the greater part of them during the past two years. This year's "300,000" quota contest is running over everything in sight. And in Europe, the war has put Pyrene on every British warship and army aeroplane, automobile and truck—45,000 of them there, and 23,000 with the other armies and navies.

The real story of this Pyrene revolution begins about three years ago. Before that it was all problem and no solution—financial problems, factory problems, sales and distribution problems, and most of them heart-breaking.

At this critical time in the affairs of the company three of the men identified with it in a financial way sought out Darwin R. James, Jr., and urged him to take hold and save it. Mr. James had a manufacturing business of his own in New York, but his friends were convinced that Pyrene's prospects were exceptional, with the right handling, and tried to make him see it so.

"I looked into the affairs of the company,' said Mr. James the other day, "and saw some Pyrene demonstrations, but was not interested. However, my friends continued their solicitations and at length I consented to give a day or two a week to see what could be done.

"When I began to study the situation, my views changed. I became very much interested. The work was fascinating, because fire-fighting, in itself, is sensational. As soon as I was in a position to visualize it as part of the great campaign against the annual death-toll of 2,000 lives and property loss of $225,000,000, due to fire; and realized that the company was lined up with all the fire departments and fire insurance companies of the country in this stirring fight, my enthusiasm began to mount.

SOME METHODS INADEQUATE

"I was not long in discovering the inadequacy of some of the prevailing methods of fire-fighting. Millions of dollars were being spent on fire departments to prevent and put out fires, and millions more on fireproof construction, but comparatively little money and

Table of Contents on page 126

comparatively little thought were going into the prevention and checking of the thousand and one fires that neither fireproof construction can absolutely do away with, nor fire departments always prevent or reach in time to deprive of serious effects.

"There was no lack of contenders for this service. More than 60 different kinds of fire extinguishers for factory, public and home use were on the market. All of them were good, under some conditions. All, as I saw them, had serious disadvantages. Some had to be recharged at intervals because of the depreciation of the chemical contents, and, without this care, were a positive menace, since they invited a confidence they did not deserve. Few could be applied effectively—or safely—to electric, oil or gasoline fires. And as most of them were three-gallon outfits, weighing from 20 to 40 pounds, they could not be conveniently handled by a woman or child.

"Our own machine weighed six pounds. A woman or child could easily manipulate it. Moreover, it cost $7 and $8 as against the $20 and $25 of competing devices. Its contents never deteriorated and it did not therefore have to be recharged. Moreover, it put out electric, gasoline and oil fires as readily as any other kind without danger to the operator.

GAVE UP WHOLE TIME TO IT

"By this time I had become intensely interested in the situation. I got somebody else to run my private business and gave up my entire time to Pyrene. Several months later I sold the old business.

"The condition of the Pyrene company when I took hold was not encouraging. The mechanism of the Pyrene extinguisher pumps was not right and they were being shipped back to us in large quantities. This was a serious situation which would have been much worse if it had not been for the real and demonstrated value of the liquid itself, which is unique in its effect. As soon as it comes in contact with the fire, it turns to gas and covers the fire completely, shutting out the oxygen of the surrounding atmosphere, without which, of course, fire cannot burn. It can be used on any kind of a fire. Containing no water or inorganic material, it is a non-conductor of electricity and is especially valuable in electrical plants of any kind. It will not stain or injure the finest material, whether silk, satin, books or valuable papers.

"That was our proposition, and you would think it should have been a winning one from the start. The most pressing financial diffi-

THIS NEW APPEAL IN NATIONAL PERIODICALS IS PROVING EFFECTIVE

culties were relieved by the change in the company. The next most important question was the perfection of the 'gun.' This was accomplished in a few months, though in doing it we had to add 40 cents to the cost. Although it is one of the least expensive fire extinguisher devices on the market, we find some people wondering that it should cost even $7. Apparently, they think it is an ordinary container or pump. As a matter of fact, it is a double-action pump of 43 parts with a revolving mechanism to insure the utilization of the liquid up to the last drop.

EXPLAIN PUMP CONSTRUCTION

"We are disarming this sort of criticism by showing in our literature pictures of the pump construction and giving an elaborate description of its working, so as to bring home to the reader the character and worth of the protection it affords."

This literature was reviewed in PRINTERS' INK last year.

"The next thing we did, while improving the 'gun,'" said Mr. James, "was to build up an organization of live, bright young men. We were not in too great a hurry about it, either, but kept our eye on a number of men, and even after we took them in, tried them out in subordinate places until we had a line on their capacity. We were eight months picking our London men. The European market, by the way, had opened up in quite an unusual manner, even before the war, on account of the lack of dependable extinguishers there.

"Our biggest problem was right here at home. It was to overcome the prejudice in the field against innovation. For 35 or 40 years there had been no improvements in extinguishers. Apparently, nobody thought there could be. There is no body of men, I believe, quite so conservative as the insurance interests They could not conceive at first and for a long time that a little quart fire extinguisher could possibly be so effective as the standard three-gallon type. It took a great many demonstrations and tests to convince them that it was not the amount but the kind of the liquid that got results.

GIVEN OFFICIAL RECOGNITION

"Pyrene finally secured the approval of the Underwriters' Laboratories, Inc., which is the highest authority on fire-fighting apparatus in the United States, and became a factor in reducing fire insurance rates wherever factories, office buildings, houses and apartments are equipped with them.

"Up to the time of this recognition, the only field invaded by

TYPE OF COPY USED IN NEW FARM-PAPER CAMPAIGN

the company had been the industrial. All at once our attention was focused on conditions in the automobile line. Hundreds of motor cars were burning up on the road, and it was apparent that a fire extinguisher was needed to protect them. Pyrene was the smallest, lightest, handiest, and, as we asserted, the most effective extinguisher.

"After working months to that end, I obtained from the insurance companies a reduction of 15 per

cent in the fire premium on all automobiles which carried a one-quart type extinguisher. Ours was the only quart extinguisher at that time and it gave a big impetus to the business. Two competitors have since entered the field.

"Following this, Pyrene was approved by the United States Steamboat Inspection Service, by hundreds of fire protection associations, fire marshals, insurance companies, fire insurance exchanges, fire departments, etc. It received the gold medal at the Panama-Pacific Exposition.

EDUCATIONAL WORK NEARLY OVER

"This phase of our educational work is about over. The authorities, insurance companies, fire departments and experts are convinced. There is a great work yet to be accomplished in getting the insurance companies to investigate all fire risks before insuring them. It cannot safely be left to the insurance brokers to exercise proper care, since brokers will always take a chance to get business.

"A recent investigation by the New York Fire Department illustrates this. One of the officials played a joke on the insurance companies. He rented a room with desk and chair, got $1,500 insurance on this 'furniture' from a broker, arranged a little official fire and put through a claim for the face of the policy.

"Our interest in the matter is that if the insurance companies can be made to appreciate the necessity of investigating all risks, they will then give proper recognition to fire prevention devices. We are working with other agencies to bring this about.

"After all, we have only just scratched the surface of the possible demand. Our slogan is 'A Pyrene extinguisher in every home.' That is the great market and we are just beginning to go after it in earnest."

The advertising campaign proper dates back only two years. A house-organ called the "Pyrene Bulletin" had been started earlier than that to diffuse information about fire prevention among insurance men, fire engineers, dealers, etc., and a number of leaflets and folders had been prepared for direct and dealer use.

Two years ago the company entered the magazines with full pages of a more or less general publicity type, but aiming also at pulling inquiries for a booklet called "The Vital Five Minutes," that is, the first five minutes after a fire has broken out in the home. The advertising, in other words, was leveled at the great "home" market. It was effective in eliciting a large number of inquiries. These were turned over to the selling agencies of the company. But though business increased, it did not increase in proportion to the effort. There was still a problem, and the advertising had not solved it.

At this interesting point, about a year ago, a new general sales manager was installed, C. Louis Allen, who had for some months been manager of the automobile department and had introduced a number of selling ideas which had enlarged its business. He, too, by the way, had formerly headed an organization of his own, the American Apple Company, in whose interests he had traveled 50,000 miles a year and sold the products of his own Bitter Root Valley and Virginia orchards, as well as those of other orchards.

FIRST ANALYZED SALES SITUATION

The first thing Mr. Allen did when the sales helm was turned over to him was to analyze the sales situation. Out of the multiplicity of problems he found one that seemed to demand immediate settlement. Pyrene was being distributed in some 20 districts by selling companies. Few of them were doing a satisfactory business. Almost all were taking the business as it came to hand, and not going out and turning it up the way a red-blooded sales force does and a red-blooded manager requires.

"When I got out into the field and could make a thorough study of it," Mr. Allen told PRINTERS' INK, "my previous suspicions were confirmed. Most of our sales-

"1916-Model" Advertising Plans

ARE *your* Copy and Plans built for *now* and for the *future*—or do they reflect the ideas and conditions of yesterday?

Things have changed *tremendously*—the consumer's view-point has altered—the attitude of the trade is different.

There is need of *new* ideas—*new* methods—*new* business diplomacy.

Nichols-Finn Advertising-Merchandising Campaigns are "1916 Models." They are prepared to meet the times and to anticipate tomorrow—founded on a careful analysis of present day conditions—with an understanding of the trend of things to come.

Our ideas and suggestions—our shoulder-to-shoulder work with your Sales and Advertising departments—may be of real assistance in shaping your merchandising efforts along the most productive lines right now.

At least, they merit your careful investigation.

Let's get together.

NICHOLS-FINN
ADVERTISING COMPANY
222 SOUTH STATE ST., CHICAGO
200 FIFTH AVENUE, NEW YORK, N. Y.

MERCHANDISING NICHOLS FINN ADVERTISING

"Intelligent, Sustained Effort Insures Success"

men, that is, those who held contracts as selling companies, had been fire insurance brokers. Some were old fire-protection men. They knew their own field, which was the industrial, very well, and they took care of the immediate business in good shape. But most of them were about at the end of their rope so far as getting new business was concerned. They had always dealt with factories, office buildings, public buildings, etc., and handled the orders themselves. It should have been the main part of their work to line up new dealers and jobbers and keep them stocked up and enthusiastic, but most of them, I discovered, could not see the wisdom of sharing business with dealers. The idea of 'volume' had never entered their heads. Wherever it was possible to discriminate between the dealer and the ultimate consumer, without violating the letters of the contract, they made the discrimination and pocketed the extra profit.

THE OLD TYPE OF COPY DISPLACED BY COPY OF MORE SEARCHING APPEAL

GIVING AGENTS A MENTAL JOLT

"Consequently the first thing I did when I got the chance was to give these agents a mental jolt and rouse their imaginations to the opportunities facing them. They had confined themselves to one field, and there were three. And they had been doing the hardest part of the work alone, and been neglecting the easiest, which would have been done for them, for while factories and public institutions have to be 'sold,' home owners and automobilists shop and thus sell themselves. Our agents must, in short, as I pointed out, increase the number of their dealers and get them working.

"A few of the agents saw the point, and sales took an upward bend. But still I was not satisfied. I was convinced that the situation was fundamentally unsound from a selling point of view. I did my best with the agencies and bombarded them with letters every other day, and it became more and more certain that there was nothing in the agency idea and that the only way to build up a big business was to have an organization of our own with which we should be in direct contact and over which we could exercise an intimate control. I proposed to turn the selling companies into straight branches.

"This involved a much greater expense, but the directors, after discussing it from every angle, approved the plan and despite the expense gave orders to move

Every man in the
CHELTENHAM
Advertising Agency has come to it because we asked *him to come.*

And each has been asked because of his success in the advertising work he was doing.

INGALLS KIMBALL
President
11 EAST 36TH STREET
NEW YORK

ahead. We did so. As fast as the contracts expired we transformed the agencies into branches. We could not do so with all at once. There are still some subsidiaries left.

"We made the first changes about the first of the year. I was a good deal in doubt as to how soon we should begin to get the results we wanted. It seemed possible that the first effect of the change might be to disorganize the force and that it might take a month or two to get all working together and in full sympathy with our plans.

"On the contrary, the very first reports from the new branches showed gains, and after three or four months, the worst of the branches were doing more business than the best of the agencies. After that, we knew the plan was a success, and we began in earnest to work over the material in hand.

"We had kept the best of the old agents as salesmen in our new branch organization. They knew their business and had been laboring at a disadvantage under the old system. We cut up the country into five divisions and put the most experienced men in charge of them. The divisions were subdivided into twenty districts, with from two to ten salesmen in each, according to its size and importance. There are about 100 salesmen thus far."

Modern sales science, after a more or less exciting chase after abstract method, seems to be coming back to the point from which it started and to be basing its superstructure on *men.* Method *through* men and *for* men, and not in spite of them and contrary to them, is again the order of the day. Emphasize method and you lose the men: guide the men and you get both.

PYRENE HAS A WINDOW DISPLAY NOW THAT GETS ATTENTION FROM DEALERS AND PUBLIC ALIKE

Just as Mr. James is a profound believer in putting character at the foundation of his business, so Mr. Allen is a believer in putting it at the bottom of the sales force.

"We want men who are sound, in the first place," he said, "men who are not only alert and able, men with whom we can work, but men with ideals, who want to grow, because these are the only kind of men who can sympathize with our larger purposes. I think so much of this point that I am

NEEDLECRAFT

sifts these out

—the lazy woman
—the careless woman
—the outside worker with no time
—the illiterate woman

NEEDLECRAFT goes only to women of pride, industry and intelligence. These are the women of high buying power. No other women have any use for

NEEDLECRAFT

Three Quarters of a Million Guaranteed

1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager

Member Audit Bureau of Circulations

just now sending out a letter to our men and heading it: 'What do you intend to study this winter?' I am not trying to monopolize their minds, you understand, but I am dropping the thought into them that they must grow to keep pace with their opportunities and our own.

"Then, in the second place, we want men who are square pegs in square holes. A man may be a good salesman in one territory and very poor in another. The Bostonian or Philadelphian who talks 'family' or 'traditions,' in South Dakota, will get in bad. The Chicagoan who tries to put his idea of 'pep' into a Southern district will come to grief if he isn't careful. Each part of the country has its own ways and calls for a certain type of salesman to do well there.

STUDIED TERRITORIES FIRST

"So I studied the territories first and decided just what kind of a man each needed. Then I picked the man for it, from within the organization if there was a man handy and from without if there wasn't. Most of the men seemed well placed, but I moved quite a number around. The results were very satisfactory, as is proved by the fact that practically all territories showed immediate and increasing gains in sales.

"After we had the territories and men fitted to each other, we started in to reorganize the methods. I ought to explain that all of this was done with the utmost consideration for the men. They were on salary, they were a part of the organization and they had to produce. Moreover, they were aware that the change had been made in order that still greater changes might be made and in order that they could be brought closer to us and put under a sort of discipline.

"However, in all this we wished to allow them to preserve their dignity, independence and aggressive sales ability, which they could do, of course, by wanting the same things that we wanted. Therefore, in all of my talks and letters to the force, salesmen or district and division managers, I have made it a point to pass along our plans as *suggestions* rather than orders. Most people resent a command. A suggestion has all the force of one without the friction it generates.

"With the sales staff well in hand, the immediate objective was to increase the number of dealers. When we changed over, there were probably not more than 2,000 dealers in the whole country selling Pyrene extinguishers, and we had no list of them. That number has been trebled within less than a year.

SALESMAN SOLD FOR DEALER

"At first the salesmen had to work without all of the helps we have since developed. They could display, demonstrate and sell Pyrene for the dealer. They could send him folders and booklets, electros and prepared ads. We had a very effective mechanical window display that I had used while in the automobile department, and we could place this out in the garages and hardware dealers' stores. All these aids were efficacious, and we had the magazine advertising besides.

"Now, the old curve of business for a number of years had always been lowest in September. It went up from then to January, ran along on a level until March, thence upward to a peak in June and then all the way downhill to September again. I looked over the situation and failed to find any reason why business should not be just as good in one season as in another. I determined to straighten out that curve and make it one steady grade upward. It was an undertaking, but I wanted an incentive to set before the force and myself.

"I don't know whether we should have made more than a very ordinary success of this except for the fact that soon after we swung into our stride, about the middle of the summer, the advertising department was turned over to me. The study which I was forced to make of it set our thoughts in a new direction. Be-

(*Continued on page* 98.)

The Boston Post

HAS THE

Largest Morning Circulation

IN THE UNITED STATES

Its Net Paid Daily Circulation for the Six Months Ending October 1, 1915, was

463,578 Copies Per Day

This was over **70,000** copies per day larger than the Net Paid Daily Circulation of any other Morning Newspaper in the United States. It was also over **58,000** larger than the Net Paid Circulation of any Evening Newspaper in the United States, with one exception and that in New York City. **PROVEN BY SWORN STATEMENTS OF LEADING NEWSPAPERS** of Net Paid Circulation for the Six Months Ending October 1, 1915, to the United States Postoffice Department as Required by Act of Congress of August 24, 1912.

DISPLAY ADVERTISING

In Boston Newspapers having Daily and Sunday Editions for the Ten Months Ending Oct. 31, 1915. Classified Advertising, of which the Boston Post does not make a specialty for business reasons, is NOT INCLUDED in this Comparison.

	Agate Lines Display
BOSTON POST	**5,302,189**
Second Paper	**4,127,401**
Third Paper	**3,448,086**
Fourth Paper	**2,747,782**

AN ADVERTISER CAN "COVER NEW ENGLAND" WITH THE BOSTON POST

Eastern Advertising Representative, KELLY-SMITH CO., 220 Fifth Ave., New York City.

Western Advertising Representative, C. GEO. KROGNESS, 902 Marquette Bldg., Chicago, Ill.

Civilization's Tool

THE NEEDLE plays so great a part in the life of woman that a magazine published for her must devote special attention to this tiny instrument, so mighty in the service of civilization.

Whether the needle be held in the hand or in the steel fingers of the sewing machine, whether the work be embroidery or the making of dresses, cloaks, lingerie, Today's sewing experts furnish a continual supply of the newest and best ideas.

Twelve per cent. of the total editorial space is assigned to the Pattern and Embroidery Departments.

In any estimate of women's magazines made by a man, the point he is least likely to appraise at its due importance is the technique of the needle and the vast part it plays in the realm of the home.

Sarah Field Splint *Editor*

Today's Magazine

[This is the thirteenth advertisement about TODAY'S editorial policy]

A Few Confidential Remarks About Sales Conferences

Some Guarded Suggestions to Prevent Them Skidding

By Charles Austin Bates

THE theory about a sales conference is that the boys all get together and swap experiences and tell each other just how to do it. Each gains some knowledge from the others. The Old Man exudes a lot of platitudinous piffle about General Business Conditions, and the Financial Outlook, and the sales manager infuses enthusiasm, team work and *esprit de corps* and tells how he himself rose from a little barefoot salesman to his present proud and opulent eminence.

And then all the boys go out full up with new and particularly hot pep and eat 'em alive.

That's the theory.

And once in a blue moon it almost nearly works out.

A sales conference usually starts out pretty well, except that everybody is more or less embarrassed. Most of the boys have on their store clothes and feel a little bit foolish—the sales manager is nervous about his carefully prepared impromptu oration. Things move along all right until he says: "Now, Mr. Star, you've been high man for a considerable period. I'm sure we'd all like to be told how you do it. How do you account for the very satisfactory sales in your territory?"

Then, Star tells pretty nearly everything but the truth, which is, that he doesn't really know just how he does do it. He can tell of many individual sales made by the exercise of great finesse, force and diplomatic ability, in the face of almost insurmountable obstacles, but every man in the room has a similar story seething in his system—and none of them is particularly valuable—none really helps the weak sisters for whose benefit the conference confers.

After Star finishes saying nothing in a good many words, the chairman says: "You all know that we have placed special emphasis on Model K 11-44—most of you have done fairly well with it, but Mr. Plodd leads by several lengths. Plodd, please tell us all about it."

Plodd squirms a little, and finally says: "Oh, I don't know—I just talked it whenever I got a chance, and the buyers seemed to like it." And that ends him. You may poke at him like a cat under a couch, but he won't come out. He's through.

It is possible that Mr. Gabb is among those present, and makes a first-rate uplift talk. Never has any troubles, because the goods are right, and the house gives top-notch service—to be sure, the prices are pretty stiff as compared with those of competitors—he loses a sale now and then simply on price, but on the whole, the goose maintains its altitudinous position.

Along about there the conference begins to skid. Mr. Weak rises to establish an alibi. His territory is the worst on the map. The rain it raineth every day, but one, and on that day his cold is so bad he can't talk, so he doesn't go out. Competition concentrates against him—prices are cut to pieces—datings are given. His best order was canceled, because the house delayed shipment, and Old Man Grouch at Gallipolis, will never buy again because the treasurer insulted him by asking for payment.

Before he is half through, the conference has become a grievance committee. It is a good chance to get back at the sales manager, and everybody, even including Star, hands him a few, just for the good of his soul.

Not one of them will attempt to nullify another's alibi—he may need it himself some time.

The salesman knows when he

is called into a conference that the object is to boost sales. Nine times in ten he honestly feels that he is doing as well as can be done, and he therefore meets with hostility the suggestion that he shall do more. The house wants to show how easy it should be to sell its goods—the salesman's object is to prove how hard it is. No matter how loyal a salesman may be, or how hard he will fight for the house with outsiders, nevertheless down deep in his heart is a spirit of antagonism—a feeling that his work is not truly appreciated or adequately compensated. When he gets into a sales conference and hears the troubles of the other boys, his own are magnified.

Nope! On the whole, I don't think much of general sales confabs.

It is all very well to get the boys together occasionally, but let it be largely a social event. Let them browse around the plant and get better acquainted with the treasurer, the superintendent, the shipping clerk, the correspondents and the advertising manager. Humanize the organization. Take them to a ball game, or the Follies. Give them a dinner—give them anything but a cut-and-dried conference.

Sales conferences should be single-handed affairs between the manager and one salesman, or at most two or three.

Get Mr. Star and Mr. Weak together if you like, but tell Star beforehand that you want him to help you help Weak. And don't make it too serious, or too obvious—just let it happen.

Show Weak the record on his delayed shipment, so he can see just how and why it happened, and can tell his customer on his next trip. Have the treasurer show him Old Grouch's account, and why it was necessary to jack him up pretty sharply.

You know why Star leads, and why Plodd sold so much of K 11-44, or if you don't you ought to. Tell Weak about it yourself—as a personal help to him and not as general sales boost given to the whole bunch.

Individualize—each man has his own peculiar weaknesses and his own strong points. The sales manager must find the line of least resistance. He must be broad enough and wise enough to understand each man under him—not as a salesman, but as a man. A man's character and abilities do not change simply because you take him out of the shipping-room and put him on the road. You may have to bump college ideas out of one, while another keeps right on saying, "I done it"—but what do you care, so long as he did done it? The same treatment can never get the best results from such widely different men. The general sales conference puts them all in one hopper, and tries to de-individualize them. The methods which make one successful will cripple another.

All you can do collectively is to inculcate general principles—thorough knowledge of the goods—house principles, policies and procedure. You can't make all salesmen act the same under like conditions, any more than you can make all golf players alike. One drives a long ball and falls down on the putting green—another saves a game with his iron shots. A man may have a bad stance and no form to speak of and yet finish with a fair score, while another with all the style and theory extant lacks steam and direction.

Individual instruction is what they need, and that is the only thing that will do much good.

In all of this I am considering a sales force of from ten to fifty men. Larger organizations may require different treatment, but even in these it must be individual work with individual salesmen that counts. The principle remains the same, and in my opinion the large force should be broken up into smaller groups with a head for each. A sales force is not a mass, but a group of distinct units. You can't make an automatic machine of it.

A successful salesman has brains and ideas and a temperament of his own. If you hamper him with too much instruction, you lose the benefit of his own initiative.

From the Painting by Jules Guérin

An Announcement

An Announcement

THE executive offices of the Advertising Department of The Curtis Publishing Company have been removed from New York to Philadelphia, where they occupy the third floor of the Curtis Building, facing Independence Square.

This removal embraces the offices of William Boyd, Advertising Director; of the Division of Publicity, and of the Division of Commercial Research.

The sales office in New York will continue at its former location in the Metropolitan Tower.

We hope that business men and their wives, when in Philadelphia, will

and an Invitation

not only do us the honor of visiting the Curtis Building but will come direct to the advertising offices, which will enable us to give them a personal welcome.

Accommodations are there provided for the transaction of business, meeting appointments and holding conferences.

■ ■ ■

There are many features of the plant which hold a special interest for women as well as for men—the welfare department, the rest and recreation rooms, the restaurant for the 1800 girls employed, the editorial offices, the many works of art, and the vast machinery by which the Curtis

publications are printed, bound and shipped for distribution—more than half a million complete publications every working day.

THE CURTIS
PUBLISHING COMPANY
INDEPENDENCE SQUARE
PHILADELPHIA

THE LADIES' HOME JOURNAL
THE SATURDAY EVENING POST
THE COUNTRY GENTLEMAN

Successful Co-operative Advertising by Manufacturer and Retailers

Instances of Some Campaigns Wherein the Manufacturer Has Tied Fast to His Dealers

[EDITORIAL NOTE.—This article was written expressly for PRINTERS' INK by the advertising director of one of New York's foremost stores.]

IN this article I shall tell specifically how several manufacturers actually co-operate with retailers. Space limitations prevent the presentation of all of the campaigns with which I am familiar, and doubtless there are many of which I have no knowledge, for as PRINTERS' INK persistently preaches, this is the age, the decade, the *year* of *co-operation!*

By far the greatest number of manufacturers who have made moderate and even greater success in securing the co-operation of retailers have started the co-operation ball rolling themselves. They have approached every retailer with the bait of practical co-operation. Co-operation has been their guiding star, their text, their practice, their law.

The modern retailer does not fail to fully appreciate his technical advantage; the value of his clientèle and his organization. He will use these advantages for the gain of a manufacturer only when he sees suitable advantage for himself. And we cannot blame him. He is in business to make money and to build up and foster a clientèle.

One of the foremost apparel specialty shops of New York buys not less than 80 per cent of all its men's suits from one manufacturer, and frequently features the manufacturers' name in its advertising. This is a very profitable relationship for both manufacturer and retailer. The manufacturer has from time to time taken on equally desirable accounts until he now has some 14 or 15 of similar nature in as many cities, and they keep his factories going all the time and enable him to effect production economies which speak in no uncertain tones in his profits, as well as in the sales and the satisfaction-giving transactions of the retailers whom he serves. The business increases from year to year.

This manufacturer has studied co-operation from every angle. He has applied co-operation in the broadest possible sense. His customers refer to his factories as "our workrooms," "our shops," "our tailoring establishment." They have a sense of proprietorship. That is an ideal situation.

The co-operative plans of other manufacturers in the men's clothing line such as Hart, Schaffner & Marx and the Stein-Bloch Company are too well known to require more than mere mention.

Their daily newspaper, poster and magazine advertising campaigns; their booklet and circular work; their educational propaganda; their co-operation in "sales," are all well known country wide. Their policy of restricting their lines to one house in a city, and *supporting it to the limit,* has been a winner.

WHAT CO-OPERATION HAS DONE IN ONE CASE

It so happens that one house, Strawbridge & Clothier in Philadelphia, has both of these lines exclusively in its city. That business is the envy of clothing men the country over. It is done by means of the manufacturers' fine co-operation and backing. There are high-grade men's clothing manufacturers in Philadelphia. One of them has his own large retail store. Another has two stores. Both would be glad if they had in their home town the volume and quality of business credited to Strawbridge & Clothier. Co-operation with a capital *C* is the explanation of the condition.

What applies to men's clothing applies to other lines. The keener the competition; the greater the

number of competing lines; the more vast the total consumption; the more important becomes the item of co-operation between producer and retailer.

The manufacturer in practically every instance gains very decidedly by having his product advertised under the name of the retailer. This is by no means in disparagement of his own advertising of which I will treat later.

The established retailer has a clientèle, a reputation and generally a goodly list of charge accounts. His advertising is read with as great interest by the thousands of women newspaper readers as the news itself, if not with greater avidity, and women buy from 80 per cent to 85 per cent, or are a strong influence in buying that percentage of the merchandise that passes over the retail store's counter. Also, very frequently—indeed almost as a rule—the retailer's advertising is taken by the newspapers at a lower rate than is granted the "national" advertiser.

The retailer has an advertising staff thoroughly conversant with the best means of reaching the store's clientèle. They are experts in retail merchandising. They can put the "punch" into advertising. This feature is by no means to be disregarded.

MANUFACTURERS WHO SHARE ADVERTISING EXPENSE

Some of the most successful manufacturers of to-day in many and varied lines are co-operating with the retailer in sharing the advertising expense on their lines. Among them are manufacturers of corsets, pianos, player mechanisms, branded silks and dress goods, toilet preparations, hair goods, trunks, hosiery, underwear, gloves, carpet sweepers and vacuum cleaners, patented kitchen and other utensils, perfumes, music, musical instruments, garments and other lines.

Methods of co-operation are varied in the matter of advertising in addition to sharing the actual cost of the space in the newspapers. Some provide cuts that would cost the retailer ordinarily from ten to fifty dollars if the drawings were made by artists of equal merit, but which cost the manufacturer but a trifle when duplicated and sent to several retailers.

All provide typewritten or printed facts regarding their merchandise, either in the form of clearly stated facts only; or in finely written, interest-compelling advertisements which can be used bodily or adapted.

Many manufacturers supply circulars well printed and often cleverly illustrated to go out with a store's bills and in its packages. These should be, and generally are, submitted to the store's advertising manager before going to press—often the store wishes to incorporate some "policy" or "sale" talk. These circulars have a wide influence at small expense.

When the line of goods lends itself to the method, the manufacturer who co-operates supplies special display features for the retailer's windows and counters, and these are often of great trade-winning power. A store's windows are frequently second only in selling power to its newspaper announcements.

The national advertising the manufacturer does in the magazines, in the daily papers, in street-cars and on posters and bulletins all contributes handsomely to the plan of co-operation. He naturally uses it to best advantage only when he provides wide "distribution"; that is, when he has retailers handling his product in the greatest possible number of localities reached by his national advertising campaign.

As a matter of fact not a few successful manufacturers have widened their distribution by their national advertising in the dailies, magazines and trade press, attracting new accounts by the cleverness of their advertising and the possibilities it suggests, and by the facts presented detailing successes already established in various localities.

Co-operative advertising—that is, advertising by the manufacturer under the retailer's name—has the distinct advantage of enabling the

Where navigation closes early—

"The writer works in the north-east of Canada in the summer and was burned out this fall. Navigation closes early and there is not time to get anything on the ground this fall, so he was ordered to make out a list of everything he would need to build a new power, light and refrigerating plant and it would be on the ground for him at the opening of navigation.

"Boilers, engines, dynamos, piping, tools, valves, fittings and packings were all specified from 'Power' ads and next year about the '4th' the writer expects to have a complete 'Power' plant."

* * * *

The primary purpose of "Power" is to pave the way for the salesmen of power plant goods.

But in the out-of-the-way places, the "where navigation closes early" places, the engineer buys his equipment and supplies direct through the selling section of

Power

One of the five Hill Engineering Weeklies published at Tenth Ave. and 36th St., New York City. The others are *The Engineering & Mining Journal, American Machinist, Engineering News* and *Coal Age.*

All members of the A. B. C.

Paint and Lace Curtains

Do you know why it is that hundreds of thousands of homes have good lace curtains at the windows, yet have no paint on the outside of the buildings?

It isn't superior selling ability, is it? And certainly lace curtains aren't better advertised than are paints, are they?

Is it, as one paint manufacturer suggests, because "from girlhood most housewives have been brought up to look upon lace curtains as one of the first requisites of a home?"

Well, if that be true and it can be made the fashion to have lace curtains inside the home, why can't it be made equally the fashion to have the outside painted?

It can!—in fact, it has been done here and there by extra-wide-awake storekeepers. And what has been done by the storekeeper working alone can be much better done by the storekeeper and the paint manufacturer working together—the one using his local paper and circulars and window displays and the other using national advertising and a helpful idea-suggesting salesforce.

While we have no desire to push The Farm Journal over-energetically, yet we do feel that the paint manufacturer is entitled to the best medium he can buy. And we believe The Farm Journal qualifies, inasmuch as it devotes so large a proportion of its space to household affairs—"unlike any other paper."

January closes December 5th—*well over a million circulation,* concentrated in the twenty-nine states where there are the most paint-selling retailers.

manufacturer to know exactly what his advertising costs him.

I have been at some pains to gather exact figures on several co-operative advertising campaigns conducted by manufacturers in different lines with retailers in different cities. The following is a condensation of information received in reply to inquiries of 20 large retail stores in eleven cities, and of 21 different manufacturers.

SYSTEMATIZED CO-OPERATION

1. A corset manufacturer making a line for women of all figures, and for misses, which line sells at $2.00 to $10.00, shares the advertising expense with the retailer according to a clever schedule which he will not permit me to make public, but the gist of it is that he will either spend a certain percentage of his sales to the retailer in advertising under the retailer's name, or he will pay 25 per cent of the net advertising cost on all advertisements up to a certain varying limit. This manufacturer is very successful. His line is carried by only one store in each town or small city and by not more than two or three in a large city, with the exception of New York, where I think he has six accounts. In New York he practically controls the size, date of appearance and matter of the advertising.

2. The manufacturer of a patent finish for table tops and household and office furniture, generally shares the advertising expenditure of live retailers with splendid results. He is very enthusiastic.

3. Several men's clothing manufacturers apply this method with great success. They supplement the advertising the retailer does with local newspaper campaigns and advertising in national mediums.

4. The manufacturer of a patented wardrobe trunk divides the advertising expense with the retailers who are his agents in various cities very successfully. I know of one recent series of advertisements that sold trunks to the amount of $1,980 in eight days. The advertising under the retailer's name cost $400, the retailer and manufacturer each paying half. This was very satisfactory. It created direct business for both manufacturer and retailer and there will be more to follow. This advertising with occasional follow-ups will continue to pull for a long time.

In the last-mentioned case the manufacturer supplied cuts. His representative and the retailer's buyer were in close touch with the store's advertising manager. The advertising was a marvel of conciseness and informative facts. The trunks were "right," and the only result that could be expected was the success that was achieved.

5. A successful manufacturer of fine silks goes very deeply into his co-operative advertising. He uses trade magazines and the national magazines. He uses selected daily papers in his own name, advertising a certain brand. This he supplements by making an advertising allowance to the retailer who handles his silks by the yard, and an allowance for mentioning his brand when it is used in ready-to-wear apparel. He reports excellent success. Where possible this manufacturer secures window displays and he has a system of follow-up for the buyers and advertising managers of the stores. He circularizes dressmakers and he works on the manufacturers of ready-to-wear apparel.

PAYS FOR ALL HIS ADVERTISING BY THE STORE

6. One of the most successful hair-goods manufacturers has a department in a leading store in a large city. This manufacturer pays for all his advertising. To be sure, that is one of the conditions of the contract. It results, however, in his getting advertising practically whenever he wants it for his own merchandising purposes, and he is enough of a diplomat to succeed in influencing the style and placing of his advertising in a store's general advertisement to a considerable extent.

This manufacturer is gradually developing the same system throughout the country, whether he controls the department in a

store or merely supplies goods.

7. Two high-grade men's hat-manufacturers follow the co-operative plan of advertising with great success. They pay one-half of a store's advertising of their brands for one week four times a year, at the opening of the seasons. They furnish cuts, also circulars, and keep in close touch with the buyers and advertising managers of the stores.

8. In perfumery, toilet goods, kitchen utensils and kindred lines, the co-operation of the manufacturer with the retailer takes the form most frequently of placing demonstrators or salespeople in the store. These clerks are thoroughly trained and are paid more than the average retail sales clerk. They are a great sales-building force. The retailer appreciates the saving of the considerable item of "overhead" which their salaries, if paid by him, would constitute.

Some of these manufacturers also successfully pay part of newspaper advertising expense, and practically all of them "sample" liberally and issue attractive printed matter with the retailers' imprint.

9. One of the great lawn-mower manufacturers pays half of all the advertising in the daily papers done by the retailers who are his agents. The same is done by a successful maker of high-class refrigerators.

10. The book publishers are great advertisers for the benefit of the retailer. They seldom co-operate with the retailer in paying any portion of his own direct advertising, but they do such extensive advertising of new books, and do it so well, that the retailer has but to announce that he has the book and slip a few thousand leaflets, often supplied by the publisher, into outgoing packages to secure his proportion of the trade.

In the case of sets of books made up of history, literature, the classics, home-study courses, etc., the co-operative plan of advertising is found more effective. Some big sales have been recorded in following out this plan.

11. One manufacturer of bust forms and forms used by dressmakers and in homes built up a large business by co-operative advertising a few years ago with a big New York department store, and has followed the same plan since in other cities with proportionate success.

Many more instances might be cited but the above are sufficient to give an idea of the success of the method.

This co-operation should be extended beyond newspaper advertising. It should be made to embrace the increasing of the selling efficiency of the retailer's sales clerks by educational propaganda. Sometimes cash prizes or bonuses are given as incentive with the consent of the retailer. Special "events" featuring the manufacturer's goods should be suggested to the retailer and in these the manufacturers should give every assistance possible, short of actual price-cutting.

The manufacturer who co-operates with the retailer attaches that retailer's clientèle to himself, so to speak. It becomes a valuable asset to him as it is to the retailer. His experience and success are strong levers in developing business and opening new accounts.

ORGANIZING FOR CO-OPERATION

The organization required for this work may be small or extensive according to the volume of business contemplated by the manufacturer, by the number of his accounts, and various other conditions.

The prime requisite is to have in charge of the work a man thoroughly familiar with the organization and operation of the department store and specialty shop. If he is an experienced advertising man so much the better. Indeed it is quite desirable that he should be. If he is not, he must have the close co-operation of an advertising man or woman, or an agency having wide experience with reference to sales direct to the consumer through the medium of the retailer.

Such men and women may be

engaged in the larger cities. There are many to be had in New York, Philadelphia, Chicago and Boston. Sometimes they are found on the advertising staff of a newspaper. Occasionally a man or woman may be had from a department store or specialty shop, or an advertising agency. A few of the more up-to-the-moment advertising agencies have such men as members of staff, and such agencies can render valuable advertising service.

The combination of merchant and advertising man is the ideal for this position for much depends on the man at the helm.

This man will require a stenographer or secretary and one or two cheap clerks for taking care of his cuts, drawings and proofs, sending out of matter to retailers, etc.

He will need to travel some. Drawings for illustrations will cost from a couple of dollars to $25 or $50 apiece. Duplicate electrotypes will cost from 25 cents to $1.00 each. Printed educational matter should be sent out regularly to retailers, and circulars prepared and printed for the retailer's distribution with bills and in packages as before mentioned.

No two manufacturers, even in the same or similar lines, will find the cost of this work the same.

Here are some figures which will serve as a basis from which any manufacturer may compute the cost of a system for his own business.

A manufacturer doing a business with retailers in the United States and Canada approximating $3,500,000 a year pays the sales manager who heads his campaign $6,000 a year, expenses, and one per cent on all the increase in business each year. He spends $30,000 a year in national advertising; $20,000 in co-operative advertising with retailers, which includes demonstrators and newspaper space in the retailer's name; $15,000 a year in local newspaper advertising in his own name;

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

$2,500 a year for illustrations; $350 a year for electrotypes; $2,500 a year for printed matter; $3,500 a year for the sales manager's assistants and for postage, etc. The sales manager's traveling and incidental expenses average about $2,000 a year. The total cost of the campaign is, therefore, about $81,850, or 2⅓ per cent, not counting the one per cent bonus to the man in charge. This manufacturer's increase in sales last year were about $290,000 over the preceding year. It would not be correct to figure this $81,850 expense as against the $290,000 increase. Much of the amount would have to be spent to keep up to the previous year's total of $3,500,000.

Some lines of business will stand a much higher cost for expansion and the maintenance of existing business in healthy condition. Where is the manufacturer with profits figured so low that he cannot afford to pay from 2½ per cent to 5 per cent for business expansion alone, not counting the care of existing trade?

How the West Sells Itself Apples

Newspaper copy is running in Western papers on "Diamond Brand" apples from the Hood River. The Apple Growers' Association, Hood River, Oregon, is the marketing organization behind the campaign. "Rosie Apple," a trade character, has been invented for use in this copy. Her head is formed from an apple, and she carries an apron full of the fruit. Rosie says that "an apple a day keeps the doctor away."

In connection with the campaign Oct. 19 was made "Apple Day." Throughout the West apples were served on that day by hotels, restaurants, on trains and elsewhere. Many thousands of boxes of the fruit were purchased by individuals or corporations and sent as gifts to hospitals, orphan asylums, etc.

An interesting feature of the campaign is the fact that these apples are sold in boxes, regardless of weight, by the number of apples in a box. This number is stenciled on the box at the time it is packed, and the original package is delivered to the consumer. A box contains from 7 to 10 dozen apples.

Automobile Salon to Be Advertised

Bromfield & Field, Inc., New York City, will again handle, this year, the advertising of the Automobile Salon, to be held in the Hotel Astor Ballroom, January 3rd to 8th.

Prudential Doesn't Believe in Futures

The Prudential Insurance Company of America will have a two-page advertisement in the *Saturday Evening Post*, issue of December 4. There will be no further national advertising by the company this year.

During this past summer 26 agencies submitted copy in competition with one another, and the forthcoming advertisement was among those submitted by the Frank Presbrey Company.

Relative to the company's advertising policy Harvey Thomas, supervisor of publications of the Prudential company, writes PRINTERS' INK as follows:

"We are under no contract with this or any other agency, however, and at all times our advertising door is open to every agency willing to agree with us in the view that the Prudential does not care to deal in advertising futures and that what it wants it is first going to see before it purchases."

War Declared on Fly-by-Night Retailers of Men's Wear

The Wholesale Men's Furnishings Association, which is composed of about 100 leading manufacturers and jobbers, has begun a fight to drive transient retailers out of the New York market. The association is proceeding under the New York fraudulent advertising law, and the law passed at the last session of the Legislature making it a misdemeanor to offer merchandise for sale under a trade-mark or trade-name falsely appropriated.

The support of the District Attorney's office has been gained and a special assistant has been assigned to conduct the cases. One dealer has already been held for trial on a charge of displaying a sign so worded as to imply that he was selling Manhattan Shirts, when he had none in stock.

M. P. Linn President of St. Louis Club

M. P. Linn, advertising manager of the St. Louis *Republic*, was elected president of the St. Louis Ad Club on October 28. Forty minutes after the result was announced an "ad club extra" of the *Republic* was being distributed by newsboys among the club members.

Other officers elected were J. F. Oberwinder, first vice-president; Edward Mead second vice-president; David R. Williams, third vice-president; Paul Hutchinson secretary, M. E. Holderness, treasurer.

Addition to Louis Gilman's Staff

Daniel Nicoll has joined the staff of Louis Gilman, special newspaper representative in New York. For ten years he has been with the New York *Evening Mail*, serving as manager of the circulation department and in other capacities.

Butterick in England

For forty years Butterick has had an establishment at 175 Regent Street, in the heart of London's most fashionable shopping district. More business is done here than of a similar kind in any store in the United Kingdom.

Butterick is so well known in Great Britain that English women regard it as a British institution.

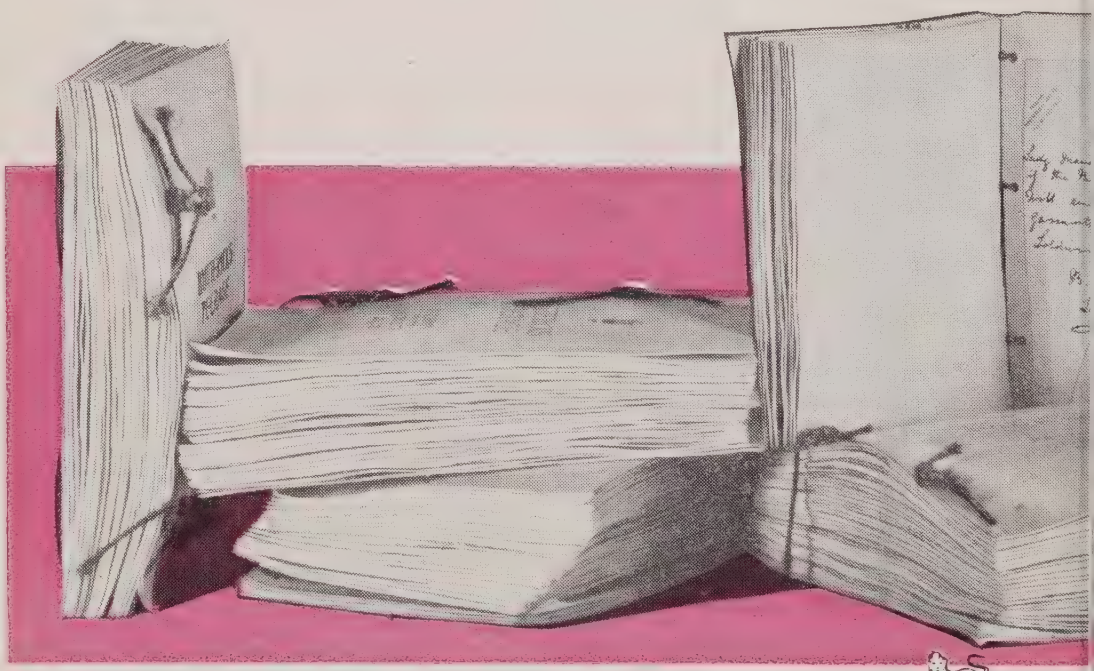
The royalty and nobility of England are Butterick customers. We have in our possession letters from the Royal Household advising that the Prince of Wales as a child was dressed with Butterick as a guide.

In fact, we have received so many signed orders from English women of title that we call the volumes in which they are kept The Butterick Peerage of England.

Butterick Peer

Here are the names of a few of the titled Eng

Lady Lawley, Hon. Secretary H. M. Queen Mary's Needlework Guild, Friary Court, St. James's Palace, S. W.
Laura, Lady Aindale, Stoner House, Petersfield.
Lady Astbury, Turville Court, Henley on Thames.
The Duchess of St. Albans, 49 Cadogan Gardens, S. W.
Countess of Seaford, Cullen House, Cullen, Banffshire.
Lady Brickdale, The Dower House, Newland, Coleford, Glos.
Lady W. Brooke, Haughton, Shifnal, Shrops.
Lady Marcus Beresford, Bishopsgate, Englefield Green.
Hon. Mrs. Barnett, Uplands, Fordingbridge, Hants.
Lady Barrymore, Grand Hotel, Harrogate.
Lady Bell, Culross, Faygate, Horsham.
Lady Muriel Boyle, 86 Beulah Hill, Norwood, S. E.
Lady Barnsley, Earlsfield, Westfield Road, Edgbaston, Birmingham.
Lady Buchanan, Riseholme Grange, Lincoln.
Lady Constance Combe, Pierrepoint, Farnham, Surrey.
Hon. Mrs. Currie, The Deanery, Battle, Sussex.
Lady Poe, Heywood Ballinakill, Queens County.
Hon. Mrs. Kenneth Campbell, 7 Cromwell Road S. W. (Kinchurdy, Boat of Garten, N. B.).
The Mayoress of Congleton, Berry Bank, Congleton.
Lady Carey, La Maison Blanche, Guernsey.
Dowager Lady Clerk, The Barony House, Lasswade, N. B.
Lady Sybil Codrington, Pormarton, Badminton.
Lady Curtiss-Bennett, Forest Bungalow, Liss Hants.
Lady Cameron, 39 Hyde Park Gate, S. W.
Countess Brownlow, Belton House, Grantham.
Lady Cunynghane, Badgeworth Court, Cheltenham.
Lady Coke, Admiralty House, Queenstown Ireland.
The Countess Dowager of Carnarvon, The Manor House, Teversal, Mansfield.
The Hon. Mrs. Dalgety, Lockerley Hall, Romsey Hants.
Lady Dale, Park Close, Englefield Green, Surrey.
Lady Mary de Mauny, Sandel, Sandelheath Salisbury.
Baroness de Wolf, Creelsea Place, Burnham on Crouch, Essex.

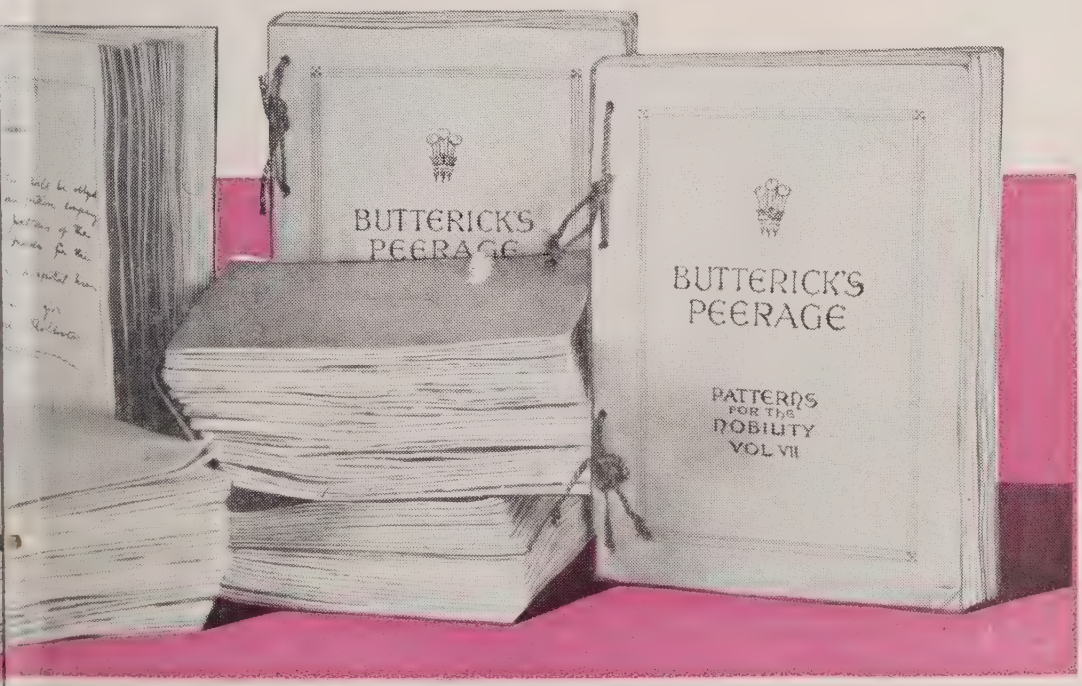


Butterick

age of England

sh women who have bought Butterick Patterns

Ion, Mrs. Dalzell, Burton Court, Linton Ross, Herefordshire.
ady Elliott, Brookhill, Claremorris, Ireland.
he Hon. Mrs. Fitzgerald, Wroxton, Banbury.
y Gertrude Foljambe, Osberton, Worksop, Nottinghams.
ady Fowler, Inverbroom, Garve, Ross Shire.
ady Firtle, Holme House, Lightcliffe, Yorks.
ady Fernyvill, Cahir Guillamore, Kilmallock, Ireland.
ady Countess Fawkes, The Elms, Bedhampton, Havant.
ady Charlotte Fitzwilliam, Holmeside, Hazelwood, Derby.
ountess Ferrers, Staunton Harold, Ashby de la Zouch.
on. Mrs. Ferguson, St. Leonards, Windsor.
ady Farrar, Chicheley Hall, Newport Pagnell.
ady Mary Fitz William, Wigganthorpe, York.
on. Mrs Freemantle, Wistow, Leicester.
he Dowager Countess Nauville, Radnor, Holmbury, St. Mary, Dorking.
ady Grenfell, Wellesbourne House, Warwick.
owager Countess Granville, Holmbury, Surrey.
ady Henschel, Aviemore, Scotland.
Countess of Harrowby, Sandon Hall, Stafford.
Lady Hardinge, Broke's Lodge, Reigate, Surrey.
(Lady Leven) The Countess of Leven and Melville, Kirtkington Park, Oxford.
Lady Loreburn, Kingsdown House, Deal.
Lady Lawrence, Oaklands, Kenley, Surrey.
Lady Lawrence, Waunifor, Maesycrugiau R. S. O., South Wales.
Hon. Lady Mahon, Castlegar, Ahascragh, Ireland.
Lady O'Neill, Shane's Castle, Antrim, Ireland.
Lady Pat, Black Hill, Abbey Leix, Ireland.
The Hon. Lady Parsons, Ray, Kirkwhelpington, Northumberland.
Lady Rothschild, Tring Park, Tring, Herts.
Lady Sandhurst, Walmer Castle, Kent.
Lady Sheffield, Normanby Park, Doncaster.
Lady Shuttleworth, Gawthorpe Hall, Barnley, Lancs.
Lady Sarah Spencer, Hazelhatch, Gomshall, Surrey.
Lady Sefton, Abbeystead, Lancaster.
Lady Smith-Dorrien, Harnham Cliff, Salisbury.
Lady Wimborne, Cranford Manor, Wimborne.
Countess of Wharncliffe, Woodhill, Send, Woking, Surrey.
Lady Primrose, 37 Valley Drive, Harrogate.



New York-Paris-London-Berlin-

The British edition of The Delineator (printed in New York), adapted for English readers and carrying English advertising, has a larger circulation in Great Britain than any comparable publication.

The leading drapers in the leading cities of England, Scotland, Ireland and Wales have Butterick departments. The Butterick warehouse, Nos. 83-84 Long Acre, London, supplies the principal merchants of England's colonial possessions.

Butterick in England is regarded as English, but Butterick is not English; it is not French, nor German, nor Russian; although in these countries, as in every other civilized community of the world, Butterick is a household word. Butterick is American.

BUTTERICK PUBLISHING COMPANY
Butterick Building, New York

Regent Street, London

New Tendencies Seen in Fall Dealer Helps

Ninety-four Advertisers and Thirty-seven Leading Dealers Contribute to Review of This Season's Dealer Material

[EDITORIAL NOTE.—This is the first of several articles based on a wide inquiry by members of the editorial staff of PRINTERS' INK. As in the review last year the object of the inquiry is to show what is being done now, so that our readers can go ahead with plans for next year's material with assurance.]

WHILE the greatest strides have been made in the manner of distributing, rather than designing, this season's dealer helps, the close observer will notice several marked tendencies —straws which show how the wind is blowing—in comparing the new material with that sent out last fall.

One of these tendencies is the desire to give the dealer something that will actually help him sell goods, as well as tie his store up to the national advertising. There are numerous helps that demonstrate the product. The tendency to economize by giving more quality and less quantity, mentioned in last year's review, seems to be growing. Instead of sending the dealers a jumble of disconnected helps, most of the material seems to be based on a definite plan. Waste is being lessened by giving helps a utility value whenever possible.

Boiling down these symptoms, one might reasonably say that the dominant tendency this fall is to get closer to the dealer, and give him material that fits into his scheme of merchandising, rather than sending him something that may be considered "classy." The endeavor to get out cut-outs and trims that demonstrate the product is but one illustration of this tendency.

Those who attended the Chicago advertising convention and took in the lithography exhibit will remember any number of pieces designed to point out and emphasize some selling point of the actual product. One such piece was the underwear cut-out that called attention to the crotch construction of the garment, an actual garment being held out to the passerby. A dealer is quick to see that cut-outs like this mean real money in his cash register. They get preferred position because their appeal is to his business sense rather than his artistic sense, which unfortunately is not always fully developed among our dealers. As a cigar storekeeper expressed it, when asked about a tobacco display that showed the passerby how to roll his own cigarettes: "I don't care what time of the day you pass that window, you will always find someone reading up on how to roll cigar-

DEALERS PREFER HELPS THAT SPLIT THE ADVERTISING "50-50"

ettes. I won't deny that if many men were to do this, it might make a dent in the sale of cigarettes, but I certainly like that window trim."

UNIFORM PLAN FOR DEALER HELPS

But there was still another reason why the dealer liked that "Roll your own cigarette" window, a reason, by the way, which a good many advertisers who get up dealer material in a hit-or-miss way might well take to heart, and file away for next season's use. The entire window display, with store cards, shelf cards and all that goes with a properly rounded dealer store campaign, was made to conform to a definite plan. There was a uniformity to all the material that made it stand out, in contrast to the disjointed and multi-colored helps of other advertisers.

This lack of uniformity or plan in designing material cannot be laid entirely at the door of the advertiser. "It seems to me," said Harry Winsten, sales manager for Black Cat hosiery and a large user of dealer helps, to a representative of PRINTERS' INK, "that if lithographers would get up helps in *campaigns* and submit them to us, instead of one piece at a time, that it would be better for the lithographers and better for the advertisers." Other advertising men hold to a similar view. Perhaps some day more lithographers will see the possibilities in working out complete and uniform plans in dealer helps, just as the modern advertising agency co-ordinates the various types of mediums, linking them together by a predetermined plan. The present-day practice of submitting chance ideas seems to be largely responsible for the jumble of materials that some advertisers are still using. No dealer wants to turn his store into a crazy quilt, and cannot be expected to do so.

There are any number of distinctive features apparent that can be used to give such a campaign individuality. The tobacco window, for example, was made very striking at comparatively little outlay. By using the flat treatment in two colors a strong, mannish atmosphere was given the proposition. It was free from the frills and tinselly effect of so much cigarette advertising.

[Cut 2405] [Cut 2425] [Cut 2427] [Cut 2441] [Cut 2442] [Cut 2550]

BEN-DAYING DEALER CUTS GIVES A TWO-COLOR EFFECT AND MAKES THEM MORE ACCEPTABLE

FLAT COLOR WORK POPULAR

In fact there seems to be a decided leaning to the flat treatment this season. The Eaton, Crane & Pike Company is furnishing a store card, by the Reeses, that illustrates some of the possibilities of this handling. Other advertisers are coming to the front with store material of this same type, and next season ought to see some very handsome flat color exhibits.

The offset process is more popular than ever, practically all the large advertisers using it for some purpose or other. The clothing

manufacturers find it particularly valuable on account of the fine textile effects it can be made to produce. A striking example is the new Clothcraft plan, which does away with the style-book. A separate folder is made for each garment in the various colors, the series being sent out in a special folder envelope for the dealers to mail to customers. Under this plan a dealer can concentrate his advertising on the garments he has in stock, thus in the long run the cost is very little more than under the old plan of using a style-book, yet the reproduction of the garment is almost perfect. A still further economy is effected by having letterheads for dealers printed up at the same time, each letterhead showing one garment.

"By using the offset process in this way," explained Charles H. Percy, of the Joseph & Feiss Company, maker of Clothcraft, "we come close to an actual demonstration of the product. By showing the garment in colors our dealers find the response is much greater, and, of course, it makes it possible for a dealer to send a man a selection of folders showing suits which he knows will appeal to him. For example, here is a retired business man; what's the sense of sending him a lot of styles for young men just out of school? Our plan saves this waste. Because of the saving of material, we are enabled to get out a good deal better stuff, in many cases putting actual swatches of the material in the folder, and yet it does not cost the dealer any more—in fact less."

OFFSET STREET-CAR CARDS

In fact, so popular is this offset process becoming that PRINTERS' INK is told by a Western lithographer that his firm is experimenting with a certain paper stock which advertisers can use for offset street-car cards and which will be strong enough to resist curling when used afterwards for distribution to dealers. The beauty about the offset process is the soft, non-glaze effects which can be obtained, at a considerable saving on long runs.

But for the great bulk of the cut-out and window display work straight lithography still holds its own, and advertisers are inclined to invest more and more in high-grade window trims. One notable trim going out this fall is that of the Winchester Repeating Arms Company. This trim stands three feet high, with side wings of an extension kind that can be adjusted to fit any window. The cut-out effect makes a striking appearance, without shutting out any light from the store. "In planning this trim," the company tells us, "we started out to get something that would embrace our entire line. Long experience in getting out dealer material taught us the need of getting up something that would fit every window, and that would have some central idea to insure its finding a place in the dealer's window.

"Supplementing this central idea, are a number of smaller cut-outs, one for every product in our line. These are so designed that they lend themselves to the general scheme of the trim, and most of them, we hope, will be kept in the dealer's window long after the central trim is removed."

This method of using a trim with extending wings seems to solve nicely that bothersome problem of making a display that will fit a window of any size, for it can be opened or closed on the principle of plaiting. The same idea was used by Swift & Company, earlier in the year, for their Easter trim. This was considered by several dealers the best the company had put out in several years.

$25 FOR A WINDOW TRIM FURNISHED BY MANUFACTURER

At first thought it would seem very expensive advertising to furnish trims costing a dollar to a dollar and a half to a list of several thousand dealers. As a matter of fact, advertisers this fall seem to be working on the theory that the wisest policy is to give dealers more quality and less quantity. If the appropriation won't cover, many of them are concentrating on dealers who have

used material in the past and who will use it again, as the Sherwin-Williams Company is doing. When it is remembered that some advertisers are spending as high as $10 and $15 on trims, it becomes plain that cheap material is the most expensive in the long run. A good example of what some manufacturers think of the value of the dealer's store as an advertising medium is found in the fact that a manufacturer of a man's specialty is furnishing stores of the better class with window trims that cost it $25 to produce. These trims are three-fold screens painted in oils by hand. Quite a contrast between material of this type and the flimsy, curling store cards of a few years ago.

THE HANDS IN THIS STORE-CARD ARE CUT OUT SO THAT THE ACTUAL GARMENT CAN BE HELD, THUS DEMONSTRATING AS WELL AS ADVERTISING THE UNDERWEAR

It must not be inferred, however, that all the advertisers this fall are investing the bulk of their dealer-help appropriation in window trims of this expensive variety. On the contrary inquiry shows that there is a growing faction advocating less expensive material which a dealer can use for a week and then throw away. To meet the requirements of this group a great many striking pasters for windows have been brought out, and considering the inexpensiveness of such advertising this form of dealer help should become more popular. Black Cat hosiery, Holeproof hosiery, Pro-phy-lactic tooth brushes and a number of other products are being exploited largely by this method.

"These pasters are about all we are furnishing the dealers just now," writes Lewis E. Kingman, advertising manager of the Florence Manufacturing Company, "as it is an open question with us how much of this material is thrown away and how much is used."

BUTLER BROTHERS' SCHEME

Inquiry shows, however, that the matter of waste in dealer helps is largely a matter of keeping ahead of the times, and studying your dealers closely. It is a good deal like the man who insists that advertising doesn't pay because he tried it. It doesn't pay for the man who misuses it, nor does it pay the man who doesn't understand the people to whom he is advertising. Quite often a little improvement will make all the difference in the world with the reception given dealer helps, and it is surprising the slight difference the improvement makes in its ultimate cost.

A case in point is Butler Broth-

Advertising for the Sinews of War

Just as the submarine, the high explosive and the Zeppelin have revolutionized the fighting of modern war, advertising has revolutionized the financing of it.

So advertising men will be interested in Isaac F. Marcosson's article, "England's Pocketbook," which describes the business side of the war and the part advertising has played.

It is the publication of articles like this that has put the quality and quantity into Collier's circulation.

893,500 is the press run for the Nov. 6th issue.

5¢ a copy

Collier's

THE NATIONAL WEEKLY

W. G. Hammesfahr.

Sales Manager of Advertising

Whether She Votes or Not

¶ The Woman-Who-Buys is fast becoming a keen student of values. Honest advertising has helped to create a desire for quality merchandise—the ***best*** at its price.

¶ The Woman-Who-Buys ***wants*** to know what she buys. If she has a favorable impression of your product before she buys, and if yours really ***is*** the best, tell her about it through the columns of The Sperry Magazine.

¶ No publication actually sells goods for you, but the right kind of "copy" in the right medium stimulates the buying impulse—helps the woman—helps the merchant—and promotes your sales.

¶ By unique, forceful and interest-compelling circulation plans, we are able to guarantee Half-a-Million a month, distributed over Forty States—direct to the Woman-Who-Buys for the home.

¶ Purposely, the rates are low. The December issue is a splendid number in which to start. Why not ask us to call Today? Our intimate "Tie-Up" with your customer—The Woman-Who-Buys—will surely interest you.

THE SPERRY MAGAZINE

Two West Forty-Fifth Street - New York

WILLIAM STARR BULLOCK, *Business Manager*

ers, the big Chicago wholesale house. This company uses, among other dealer helps, millions of paper bags which it furnishes dealers to wrap up small purchases in. Fearing that some of the dealers were not using these bags as they ought, the management decided to imprint the dealer's name and address on those it sent out this fall.

When the estimates were secured on the cost of imprinting 500 bags for each of its thousands of customers, the cost was pretty high. The advertising department got busy to find a less expensive way to do the imprinting. It was found, after some searching, that the office duplicating machines could be fitted with a special drum for this work, the dealers' names being set up on linotype slugs and slipped into the drum in the twinkling of an eye. So simple was the operation of the machine that the office-boys could do the work in their spare time, and now the company has three of these office machines turning out at the rate of 49,000 bags each per day! Thus by a little headwork, Butler Brothers were able to find a way to insure their bags being used at a very small extra cost per dealer. If it had been necessary to do the imprinting on regular presses, the cost would have been higher than the imprinting would warrant, but the office device made the plan both feasible and profitable. The De Laval Separator Company uses this same idea for advertising matter sent to agents. The slugs are prepared and kept in card-index fashion, ready for use at a moment's notice.

SWIFT & COMPANY BRING THEIR TRADE-MARK TO LIFE WITH MOVIE ADVERTISING FOR DEALERS

It is the little touch of individuality here and there that makes the dealer help prized and used, and the advertisers, realizing this, are endeavoring to lift their helps above the commonplace. Many of them, seeing the situation through the dealer's eyes, have gone about designing their helps from the field up. Those that have, in most cases, have attempted to give the dealer something a little better, rather than something that "would do."

In most cases this "trade-up" tendency has resulted in a greater use and appreciation of the material. The H. Black Company, maker of Wooltex clothing, for instance, write PRINTERS' INK: "We have had a greatly increased demand for our motion-picture slides owing to greater emphasis being placed on the coloring and clearness of the slides."

This is significant. Last year we pointed out the need of more quality in slides. Dealers in the states where last year's inquiry was made, universally complained about careless coloring and careless packing of slides. Many manufacturers seem unable to realize

that there is a vast difference between the slide they see when they look through it, and the same slide projected until its size increases many hundreds of times.

"MINUTE SCENARIOS" THE LATEST

But even with the best of coloring many dealers will not use slides at all because they can now get motion advertisements for the movies. "We have just conducted a little inquiry among our dealers," said the advertising manager of a big Western hosiery concern, "and were amazed at the great popularity of these small minute scenarios, and we intend to get out a series of them next season." Ed. V. Price & Co., the Chicago tailors, Swift & Company, and numerous other advertisers report that these stunt pictures have a great hold on the trade. There are now several companies that make a specialty of producing these miniature plays, and either furnishing them outright to the advertiser or releasing them direct to a theater circuit. Most of the plots for these playlettes are simple and inexpensive to produce.

One Swift & Company scenario which made a big hit with dealers and which materially increased the sale of Brookfield sausage in the territory it was shown, simply showed a typical city home with a couple of healthy American youngsters tucked away under the covers in bed. An old colored mammy downstairs in the kitchen is busily at work preparing a breakfast of Brookfield sausages. Then the children come tripping downstairs in their nighties, and joy oozes out all over them when they see the breakfast of Brookfields. The advertising value is strengthened by showing a particularly appetizing way of eating the sausage. The public is likewise shown the right way of cooking pork sausage, in the earlier stages of the picture, which barely last a minute. Thus the dealer help is given a double edge—educational as well as selling value.

In addition to novelties in the movie line, advertisers have brought out the usual large crop of novelties in other lines. Several new engraving effects have been used to enhance the value of dealer electrotypes. Some particularly striking effects have been obtained by F. E. Foster & Co., of Chicago, the shoe manufacturers, by reversing a line drawing on a half-tone screen, and then stripping the half-tone on the finished negative. This treatment throws the background into the distance and gives it a soft gray effect. The Ben Day process is very much in evidence, particularly in the Wooltex dealer cuts. It makes possible getting three- and four-color effects with one printing, and insures clearer printing qualities.

But space will not permit describing in detail all of the many new tendencies seen in this fall's material. The few mentioned here, however, will give the readers of PRINTERS' INK an idea of the trend of development in this important spoke in the advertising plan, and may help them in planning next season's materials.

Cotton Warehouses Bid for Business

The Memphis Terminal Corporation, which operates the largest cotton warehouses in the South, is using half pages in the newspapers, advising Southern cotton-growers to ship their cotton to Memphis, which is claimed to be the largest inland cotton market in the world. The Memphis Terminal Corporation's warehouses cover 170 acres, are concrete buildings and fireproof. The advertisements are filled with interesting facts about the market.

"Buck" Has the Punch Without the Kick

Following the closing of saloons in Chicago on Sunday, the National Beverage Company started an advertising campaign on "Buck," a non-intoxicating beverage. These phrases appear in the copy: "All the Cheer there is in Beer —You can't tell the difference." A case was delivered free to all cafés where liquors were sold, in order to enable them to supply the demand which the advertising would create on Sundays.

Indianapolis Miller Begins Advertising

Another advertiser to break into the Chicago field is the Geiger-Fishback Company, Indianapolis, manufacturer of Virginia Sweet Pancake Flour. The advertising is being placed by the Mahin Advertising Company, Chicago.

70% Increase!

That is a pretty good indication of the return of business confidence and renewed activity

When general advertisers see that the sun shines on four sides of everything, they become encouraged to reach out for more business.

Knowing, as they do, that the NEW YORK AMERICAN is one-fourth of the Advertising Sun in the New York territory, it is one of the first newspapers they use to get more business.

General advertisers have given more money by 70 per cent to the NEW YORK AMERICAN so far this Fall than they did in the same period of 1914.

They have shown a preference for the NEW YORK AMERICAN because they know its readers give immediate impetus to their business by buying their wares in great quantities.

Advertisers, through long association with the NEW YORK AMERICAN, have learned that its readers can be depended upon to give them good cheer and patronage when they are pessimistic, and that they sustain their optimism through a longer period than the readers of any other paper.

This attitude is directly traceable to the belief on the part of the readers of the NEW YORK AMERICAN that it is their duty to make its advertisers prosperous. They know they have the power to make successful any business advertised in the NEW YORK AMERICAN, and they exercise that power out of pure loyalty to the paper.

It is a fact, based on a 19-year experience, that NEW YORK AMERICAN readers are very responsive to advertising. Which is why advertisers find that their money invested in its advertising columns yields them a very big dividend.

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY and SUNDAY

Member Audit Bureau of Circulations

CASINO.
Café
RESTAURANT
Cabaret
OCTOBER
NOVEMBER
DECEMBER
"BU
thr
IN
w
fect
Going to the store to buy the goods advertised in Comfort
COMFORT
Reading the advertisements in Comfort and sending orders

SINESS AS USUAL"
ough December

ne Christmas season the people you reach
h a COMFORT advertisement live a per-
normal work-a-day life.

"Business as Usual" is their Christmas motto.

75% of our subscribers say they celebrate Christmas ONE day only.

89% do not cripple themselves financially with Christmas buying—*not even temporarily.*

97% spend nothing at Christmas time except a moderate amount for presents (mostly useful) and the like. So they will have ready money to spend *for your goods.*

Practically ALL of our people say they have the usual amount of time in December for reading COMFORT—ALL of it—YOUR adv., if it is there.

These facts—and because of the unexampled rural prosperity—assure you good returns from a December insertion in COMFORT. Forms close November 10.

W. H. GANNETT, Pub., Inc.
AUGUSTA, MAINE

NEW YORK OFFICE: 1105 Flatiron Building
WALTER R. JENKINS, Jr., Representative

CHICAGO OFFICE: 1635 Marquette Building
FRANK H. THOMAS, Representative

The Miracle of Printing Papers

On the lustreless surface of CAMEO paper, half-tones acquire the deep, beautiful values of photogravures, type gains greater legibility and color work often surpasses the original painting.

A booklet on CAMEO looks too good to throw away.

CAMEO is a Warren Standard. Therefore its excellence and printing qualities are dependable and uniform.

Send for our de Luxe Portfolio of Warren's Standard Coated Printing Papers. It will give you many hints on how to get the utmost value out of your printed matter.

Warren's Coated Printing Papers

***Cameo**-Dull Coated—**Lustro**-Fine Glossy*
***Cumberland**-Glossy—**Silkote**-Semi-Dull*
***Printone**-Imitation Coated*

S. D. Warren & Co. 163 Devonshire Street Boston, Mass.

Manufacturers of STANDARDS in Coated and Uncoated Printing Papers

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

"Constant excellence of product — the highest type of competition."

Adapting the Prize Contest to Its Market

Some Requirements of the Successful Contest from the Point of View of Those Who Take Part

By Roy W. Johnson

As indicated in a previous article, the prize contest is a form of sales promotion which must be completely thought out in advance. It cannot be withdrawn if it does not appear to be paying its way; the time-limit once announced cannot be lengthened or shortened; the rules cannot be modified to meet changing conditions or unforeseen circumstances. Therefore it is imperative that any proposed contest shall be most carefully analyzed in advance, and from every possible point of view. The preceding article dealt with such an analysis as related to all of the other factors in the merchandising policy, showing how the General Electric Company arranged the details of its Edison Day contest so as to work in harmony with the sales force, the dealer and the central station. Let us turn now to the analysis of the conditions which affect those who take part in the contest. For a successful contest must be as closely adapted to its market as to the sales methods of which it is a part.

One of the members of the Rice Leaders of the World Association, whose products are of a more or less technical nature, writes as follows concerning the results of the "idea letter" competition: "I wish you could see some of the letters that were received. We received some 400 answers, in many cases from illiterate people who really had no business to compete at all. Most people thought they had to write some kind of an advertisement or a foolish rhyme or draw a funny picture. Many of them tried to spring a jest or joke around the name of the product. Of the 400 odd letters there might be two or three usable ideas in the whole lot that amount to anything at all, whereas a great many of the letters had to be awarded prizes because the prizes had been *offered*, not because they had been *earned*."

On the other hand, several members of the same association are highly enthusiastic over the results obtained from that particular competition. Why the great difference of opinion? The answer to that question leads straight to a very important conclusion, and points out a fundamental condition upon which the ultimate success of any prize contest depends.

Note, first of all, that the concern quoted above was obliged to ask the general public to express ideas about a semi-technical line of products which are not commonly understood. On the other hand, the concerns which are enthusiastic over the contest idea are manufacturers of common, everyday articles which nearly everybody knows how to use. The public *can* express ideas about such things, because it understands them. The returns in these cases are *definite*, because the contestants know what they are writing about. Furthermore, they are *practical* and can be used.

GETTING A DEFINITE ANSWER

The requirements of the successful contest, then, are *definite* and *practical*. Contestants should be asked to do something which they understand exactly how to do, and it should be something which can be turned to some practical use. The Bon Ami Company, for example, can afford to offer prizes for lists of new uses for its products, because every housewife understands the use of cleaning compounds, and the request carries a definite meaning to her mind. Furthermore, the company can make practical use of the returns in several different

ways, and the housewife who starts the compilation of a list is led to experiment with the product. Richard S. Childs, of the Bon Ami Company, described the results of that particular contest in PRINTERS' INK for September 2. The big question which the company wanted answered was whether or not it was competing with itself in putting out its product both in cake and powder form. The contest answered it, because 25,000 women were reached with a definite and practical request for information.

Indefiniteness has ruined many a contest which has seemed almost certain to succeed. For example, C. Ridderhof, of the Society for Electrical Development, writes to PRINTERS' INK: "This society conducted a number of contests before my time. In one of these about $500 in prizes were offered for stories on electricity, and those who were on the staff of the society when it was held branded it a miserable failure." It is asking a good deal of the ordinary man to produce a "story on electricity" which can be of any practical utility, and it is extremely difficult to lay down conditions which will tell him exactly what is wanted.

Contrast that for a moment with the contest the Eastman Kodak Company is running, for the purpose of securing photographs illustrative of its advertising slogans. The company tells definitely and specifically what it wants:

"For the best photograph illustrating any one of the five following slogans we will pay $300.00:

"For the second best photograph illustrating any one of the five following slogans we will pay $200.00:

THE FIVE SLOGANS

Class No. 1. *Take a Kodak with you.*
Class No. 2. *All out-doors invites your Kodak.*
Class No. 3. *There are no game laws for those who hunt with a Kodak.*
Class No. 4. *Let the children Kodak.*
Class No. 5. *Write it on the film—at the time.*
(For Autographic Kodak Adv.)

A NEW SLOGAN

Class No. 6. For the best new slogan, together with a picture illustrating same, we will pay $500.00.

"The first five classes in 1915 Kodak advertising competition suggest definite lines along which the illustrative work is to be done. The sixth class gives opportunity for you to exercise *both* your illustrative genius and your advertising ability.

"The successful pictures are always the bold ones that bring out forcefully the Kodak advantages or are convincingly suggestive of the delights of picture-making by the Kodak system. *Pictures that are merely good landscapes or views or portraits are not wanted.* Pictures that denote action with the Kodak are the ones that will capture the prizes."

The conditions of the contest are quite as specific, and the company repeatedly states that merely pretty or artistic pictures are not wanted. To enforce its point, it even goes so far as to reproduce samples of the kind of photographs which will be considered, and the kind which are not desired. The company is asking for something which can reasonably be expected, and it is making clear exactly what that something is.

ALL MUST HAVE A FAIR SHOW

Now, having fixed upon requirements which are both definite and practical, it is necessary to stand off and look at them from the contestant's point of view. Is the contest a fair one, in that each contestant has an equal opportunity to win? More than that, will prospective contestants *think* it is fair? For example, a contest among a company's salesmen which did not provide for differences in the ability of the men and variations in the productivity of the territories would hardly be likely to score a brilliant success.

One concern reports a pronounced failure in a salesmen's contest which was based upon the total number of new dealers secured for the goods. This company was selling direct through approximately 8,000 dealers, and the prizes were offered to the salesmen who should secure the greatest number of new outlets,

through dealers who had not previously handled the line. Naturally the salesman in metropolitan territory had a better chance than the man who visited the small towns, and the man who neglected his regular trade to go gunning after new outlets won the prize, while the conscientious worker who looked out for the best interests of his trade lost out. It simply wasn't fair.

Most of the difference of opinion as to the value of window-display contests for dealers—and opinion does split very sharply on this subject—seems to arise over the question of fairness. The dealer who has only a small window is likely to feel that he does not stand an equal chance of winning as against the man with the large window. In some lines that handicap seems to be regarded as insurmountable, while in others it does not appear to give any trouble. Then too, window-displays must generally be judged by photographs, and a window covered with plate-glass is one of the most difficult photographic subjects in the world. It is next to impossible to secure judges who will not pay attention to the merits of the photograph, and the clearest picture is likely to secure preference over the poor picture. Furthermore, colors cannot be reproduced, and the dealer who has spent hours working up an harmonious color-scheme may have his labor for his pains. The Eastman Kodak Company is one concern which has definitely abandoned window-display contests for the above reasons.

It appears that the window-display contest for dealers is about the most popular form of contest; at any rate it is the one which is most frequently mentioned by the manufacturers reached by this investigation. Certain things must be taken into consideration, however, which do not always appear on the surface.

In the first place, it is to be borne in mind that the dealer is asked to go to a good deal of trouble. Some concerns attempt to lighten this effort by supplying standard sets of window-display material, and offering the prizes for the most satisfactory arrangements of the sets, together with any additional material the dealer may wish to include. But even under these circumstances the dealer is certain to feel that he has done a lot of work for the manufacturer, and if he does not win one of the prizes he may be disgruntled. He is pretty certain to compare his own display with the photographs of the winning displays, and being human, he is not always likely to agree with the conclusions of the judges. That feeling, however, may be largely offset if the display has resulted in a number of actual sales, so that the dealer concludes that it was "worth the trouble anyway."

CONTESTS HAVE A LASTING INFLUENCE

F. P. Seymour, of the L. E. Waterman Company, writes:

"Window-display contests are principally useful in convincing retailers of the value of displays of one article or one selling argument in any display. There is considerable tendency to the displaying of such a large amount of varied merchandise in windows, that the force of the display is lost. Competing for prizes for exclusive window displays of any given line we know to have convinced many retailers of the advantage of displaying one line forcibly at one time. The general result is that similar displays are frequently continued regularly after the prize contest has expired, whether one of the prizes is landed or not. It is, therefore, we believe, generally a successful method of convincing retailers and enthusing their clerks through the medium of the prizes offered."

Of course that means that the display must actually sell the goods, and sell enough of them to show the dealer that his extra effort has been well worth while. If he has made a substantial profit from the enterprise, his feeling that he really should have had one of the prizes is not likely to cut so much figure. Any sense of unfairness he may have can best be

assuaged by the tinkle of the cash register.

Some concerns have tried window-display contests as a means of stimulating trade in the dull season, and have not met with success because (1) few dealers were willing to compete at a time when sales on the specialty were slow, (2) those who did compete failed to make enough actual sales to offset their efforts if they did not win a prize, and (3) the company's sales force failed to develop any great enthusiasm, and did not cooperate as they would have done in the active season.

One manufacturer reports a difficulty which may or may not be important in other lines of trade. I cite it here simply because it is well to bear it in mind when a window contest is proposed. This manufacturer says: "If you should ask a number of prominent people to judge the results of a window contest, and they ignore the efforts of your best customers while awarding the prizes to unfriendly customers, you can imagine what a mess the whole thing amounts to. No amount of explanation on the part of your sales organization will straighten it out, and you may be sending a lot of good business from your books to those of your competitors."

THE CHANCES OF WINNING ARE IMPORTANT

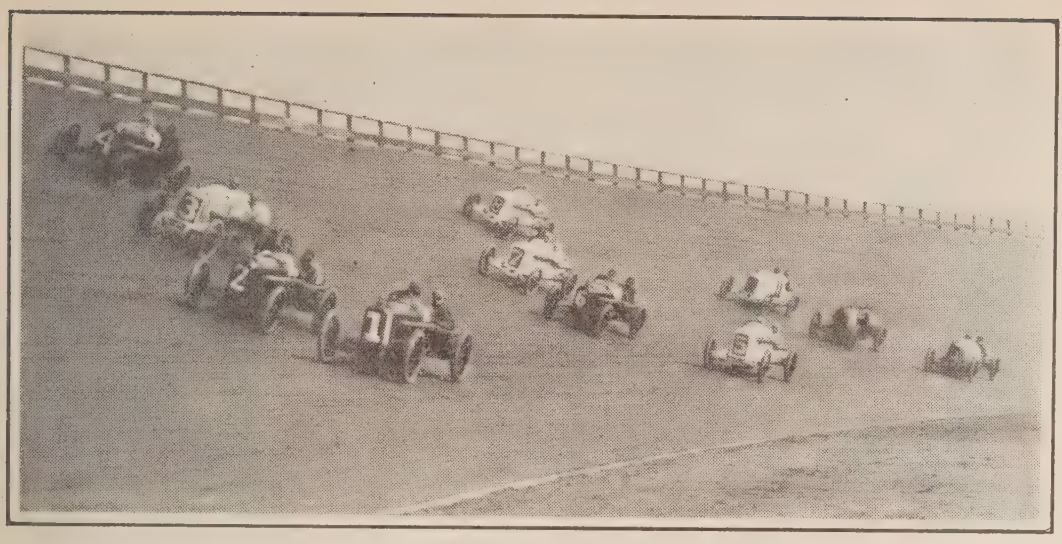
Now the ultimate value of any contest—whether for consumer, dealer or immediate employee—depends very largely upon two things: the number of individuals who may be induced to enter the contest, and the degree of energy and enthusiasm with which they work. Both of those things depend upon the chances of winning, as they appear to the prospective contestant, as compared with the amount of work he is expected to do. The average man or woman knows perfectly well that there is an ulterior motive behind any offer of prizes, and that the success of the plan depends upon the entrance of a considerable number of people who do not win at all. Therefore it is perfectly obvious that somebody—and a good many of him—must lose. So the individual is likely to calculate pretty closely his chances of being among the losers, and to weigh those chances against the amount of effort which is necessary in order to compete at all.

Everybody is more or less familiar with the rebus or puzzle contests which were much in vogue a few years ago, and are still used to some extent by houses catering to the bargain-hunting class of trade. These contests have long been a favorite device of certain dealers in pianos, and are used chiefly as a means of obtaining new prospects. The puzzle or rebus is deliberately made so easy that a child can solve it in a few minutes, and practically no effort is necessary in order to obtain the correct answer. There are usually one or two—maybe more—capital prizes which are awarded to those who send in the "neatest" answers, while to everyone who answers at all a due-bill or certificate is sent which purports to be a reduction in the price of any piano in the store. Everybody gets a prize, and nobody has to work very hard for it; that is the secret of the pulling power which has often attended such contests.

Generally speaking, the greater the number of prizes, the larger the number of contestants, and the harder they will work. Given an appropriation of $5,000 for the purpose, it is better to offer a first prize of $1,000, a second of $500, a third of $250, and to split the rest up into a large number of smaller awards, than it is to distribute the last $250 among only three or four contestants. The General Electric Company appreciated this in its Edison Day contest, in which there were no less than 2,000 awards. A pocket flashlight is not a tremendously valuable prize to win, but the youngster who says to himself, "I can get one of those anyway," will work harder than if he knew it was five dollars or nothing—with the accent on the last word.

It is not always necessary to have a long list of prizes, how-

(*Continued on page 53*)



Leslie's has made the largest *increase* in automobile advertising made by any general periodical this year.

By "automobile advertising" we mean everything that has to do with automobiles—pleasure cars, trucks, tires, starting and lighting systems, speedometers, horns, oils, and miscellaneous.

Naturally, the growing recognition among advertising men of the better-than-average purchasing power of Leslie's 410,000 subscribers shows in other lines as well.

Our 9-months' gain in automobile advertising is 31,087 lines; our gain in all advertising is 57,261 lines.

—which is the largest increase made by any periodical which also gained last year.

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper

Boston New York Chicago

Keeping Pace With Progress

EVERY trade has its technical journal, every important human activity is represented by its own official organ.

No one man has time to read all of these hundreds of journals, and yet were he able to, he would undoubtedly find in each something of interest, if not of vital importance to him in his own business.

The SCIENTIFIC AMERICAN knows no trade limitations, but gathers its material from all walks of life, comprising in a single journal all the improvements of general interest.

Whenever a notable advance is made in any field of science, engineering or technology, a record of it is made in the SCIENTIFIC AMERICAN.

It is a perpetual encyclopedia of the world's progress.

No bound volumes can keep pace with the progress of the world. But as fast as our inventors, our engineers and our business men

make history the facts are recorded in the pages of the SCIENTIFIC AMERICAN.

Its issues penetrate to the most remote regions of the globe and from every part of the world come letters to the Editor containing information which is sifted, digested and put into interesting form for the readers of the SCIENTIFIC AMERICAN.

The growing need for SCIENTIFIC AMERICAN is evidenced by its increasing circulation — its usefulness by the fact that today, in many industrial establishments, after passing through the hands of the executive, each issue is routed among the heads of departments.

Because of this important service rendered only by the SCIENTIFIC AMERICAN to its readers, advertisers have learned that the BEST way to reach the SCIENTIFIC AMERICAN reader is through the SCIENTIFIC AMERICAN.

MUNN & CO., INC.

Use Our Organization For Your Profit

The reason that so many of the big mail order houses, edition printers and the larger national advertisers buy their paper through us is simple. We save them money. We can save you money, too.

We have built up a nation-wide organization of men who know the paper business from the bottom up. These men must know how to save our customers money. To hold their positions they must be able to show you how to save money.

Back of this organization is our great buying power. We are exclusive agents for some of the biggest plants in the world. We dispose of the entire output of several big mills. Are you capitalizing this buying power?

It makes no difference to us where you may be located. Ours is a national service. To turn it to your profit, start by getting our suggestions, dummies and prices on your next booklet or catalog. You are in no way obligated.

BERMINGHAM & SEAMAN CO.

Radium Folding Enamel—Crystal Enamel—Samson Offset — Elite Enamel — Opacity—"101" Bond and many other popular brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Detroit

ever, if some other means is at hand whereby contestants may be rewarded for good work. The Eastman Kodak Company, for example, in the contest outlined earlier in this article, does not offer a long list of awards. It does however state that the company will undoubtedly desire to purchase some of the pictures which are entered, but which do not win prizes, and in that case individual arrangements will be made. So the contestant does not feel that his effort will necessarily go to waste if he does not happen to win one of the eleven prizes. Much the same thing is true of contests for salesmen; the individual knows that although he may not win one of the prizes, he will get the commissions for his extra work just the same.

And over and above all, it is necessary to bear in mind that the contest is run for the purpose of *increasing the concern's good will.* If a contest is going to result in making half-a-dozen people inordinately happy, and at the same time raising the sense of injury in the minds of half-a-thousand, it is better to let it alone entirely. Nearly every manufacturer who has tried contests with poor success attributes his failure to that very thing. "When the contestants are customers of the concern conducting the contest," thus runs one manufacturer's comment, "the hard feelings of those who failed are likely to have a decidedly greater unfavorable effect than the satisfaction of those who win the prizes; and the worst of it is that this hard feeling very frequently extends to a number of prize winners, because so many of them think they should have had larger prizes than were awarded them." It is obvious that, on this point, each individual must be his own judge.

I. C. S. Appoints Advertising Manager

G. Lynn Sumner has been appointed advertising manager of the International Correspondence Schools, succeeding J. H. Foster, who has resigned. Mr. Sumner, for the past five years, has been doing special publicity work for the schools.

Six-Point League's Directory of Advertisers and Agents

The Six-Point League has recently issued a revised edition of its Advertisers' and Advertising Agents' Directory for the Eastern territory. The numerous changes which have occurred during the past season have made it necessary to get out a new edition.

This new issue contains a list of all the advertisers in the Eastern territory, giving the address and advertising manager of each concern, as well as the agency placing the business. It also contains a list of all the advertising agencies in the territory, giving the space buyers of each agency and the soliciting staff.

The prescription and blind medical advertisements are another feature. An alphabetical list is given of every blind advertisement appearing in newspapers, alongside of which is quoted the name of the concern advertising the preparation, as well as the agency placing the advertising.

The directory was published for the members of The Six-Point League, but it may be purchased by outsiders from the secretary, Louis Gilman, World Building, New York City.

Fred M. Randall Starts Agency in Detroit

Fred M. Randall, formerly with the Taylor-Critchfield-Clague Company, has organized a general advertising agency in Detroit under the name of the Fred M. Randall Company. Among the accounts of the new concern are those of the North American Construction Company (Aladdin Readi-Cut Houses), World's Star Knitting Company (World's Star Hosiery and Klean Knit Underwear) and the Fulton Manufacturing Company (baby carriages).

Mr. Randall has been connected in the past with Lord & Thomas, the Charles H. Fuller Company and the H. K. McCann Company.

Farm Papers for Wire Fence Advertiser

The Peerless Wire Fence Company, of Adrian, Mich., has announced that it will begin a big campaign about January 1 in behalf of its line of fencing and gates. Twenty-three farm papers will be used, it is stated, and an effort will be made to cover the entire country. "From your own experience," says the company, in announcing the campaign to the trade, "you know that an advertised line is easier to sell, moves faster and pays a better margin of profit."

Foreign Representation for Lafayette "Courier"

Alcorn-Henkel, New York and Chicago, has been appointed to represent the Lafayette, Ind., *Courier* in the foreign field.

A Campaign on Trade-marked Aprons

The Growing Prejudice Against Home Sewing Helped Expand the Market, but Advertising Has Done Its Share — Manufacturer Has No Road Men, Yet Has Dealer Distribution

WHEN W. H. Dean started in the apron business in 1898 with a total capital of $200, he little thought that his gross sales would reach $250,000 within a comparatively few years. To-day the W. H. Dean Company, of New York, has a business that probably will go above the quarter-million mark in 1915.

COPY THAT INVITES MAIL-ORDER IF NO DEALER IS CONVENIENT

At the time Mr. Dean began business there was a prejudice against ready-made aprons in the retail trade. Merchants preferred to sell gingham and other material by the yard, to be made into aprons by the purchasers. They favored the piece goods because a larger profit could be made on them than on the ready-made aprons.

An increased interest in style, coupled with the tendency toward ready-made garments of all kinds, has brought about a change in that condition. Of course, advertising has played its part in the Dean company's success. Mr. Dean has been advertising his aprons about five years.

The first advertising was done on post-cards. Later New York City newspapers were used, and finally the copy was placed in women's magazines. Now the company is getting good results from export papers which have been added to the list of mediums.

The Dean aprons carry labels bearing the signature of the manufacturer. A sort of slogan, "Dean Lock-Stitched Aprons, the Better Kind," is used in the advertising. The company makes aprons for department stores without its label, however.

The current campaign which ran through September and October and will continue during November, is the largest the company has ever planned. An appropriation of $10,000 was set aside for it. Women's magazines and publications reaching school teachers are being used. The copy going to the teachers features a special line of school aprons.

The manufacturer attributes the success of the ready-made apron to the popular prices, style, and quality of material. The prices on the goods run from 25 cents to 75 cents on the regular lines.

The company employs no salesmen. Business is done by mail and through sales in the New York offices. Style books are sent out to persons who answer the advertising, and if no dealer in the inquirer's vicinity sells Dean aprons the goods are mailed direct on receipt of the advertised price.

Canadian Advertiser's Elaborate Campaign

It is announced that the Fruit-a-tives Company, of Ottawa, Ont., will this year spend $50,000 in advertising in the United States and $80,000 in Canada. The Fruit-a-tives Company is said to be the largest general advertiser in Canada, having spent nearly $900,000 in various forms of advertising during the last ten years.

¶ Be introduced by a friend of the family

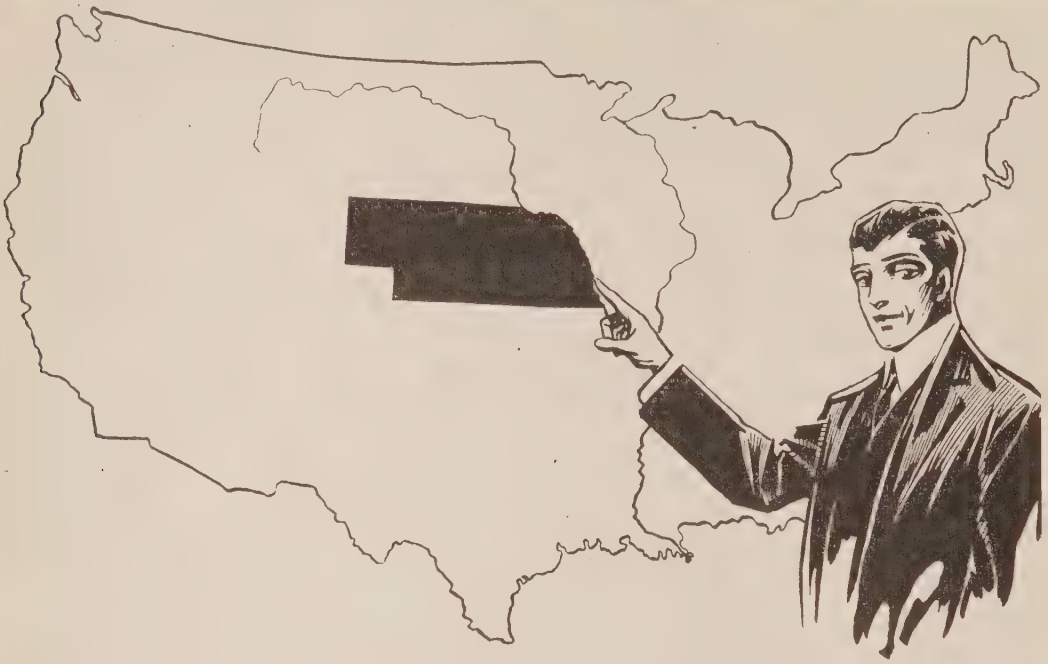
The PUBLIC LEDGER in Philadelphia is found at the breakfast table of 65,000 families of the middle and better classes.

"Better classes" doesn't mean simply rich families, or "old" families. There is nothing decadent in the PUBLIC LEDGER circulation. It appeals to and is taken by the **virile element** in Philadelphia life. These are people who not only buy goods, but, by the force of their example, stimulate purchases "all down the line."

20c an agate line is little enough to pay for circulation of this character; but when it is combined with the EVENING LEDGER'S 100,000 circulation, at 25c an agate line for the combination, it affords a value that cannot reasonably be overlooked by any advertiser or his agent.

Public Ledger—Evening Ledger

INDEPENDENCE SQUARE
PHILADELPHIA



The "Tryout" State: Where to Test Your Plans

The advertising world is now pretty generally committed to the belief that national advertising should begin sectionally, and gradually spread out as it justifies itself and as arrangements can be made to secure sales cooperation in new territory.

Nebraska constitutes an ideal "tryout" territory for the beginning of such a campaign.

First: Nebraska's prosperity is founded on diversified agriculture, admittedly the most stable form of community wealth in the world.

Second: Among the five leading states in total value of farm products for 1914, *Nebraska leads in production per farm.*

Third: A less amount of money will be required to "put over" a real campaign in Nebraska than would be required to reach 2,000,000 similarly prosperous people anywhere else in America.

Fourth: Distribution of merchandise is simplified here. A few strategic distributing centers dominate the field, and these are supplemented by *ideal retail centers.*

Fifth: Out here, west of the Missouri, we are not *over-advertised and over-solicited.*

Important Note: Ambitious sales-managers, with dreams of national appropriations, will do well to investigate Nebraska as an experimental field to demonstrate what they can do.

Your advertising will make good in Nebraska

This Advertisement is published under the auspices of the Nebraska Publishers' Bureau, composed of the following leading periodicals of the state:

Twentieth Century Farmer	Omaha Bee	Fremont Tribune
The Nebraska Farmer	Omaha World-Herald	Beatrice Express
Nebraska Farm Journal	Nebraska State Journal	Hastings Tribune
Deutsche Omaha Tribune	Lincoln Daily Star	Nebraska City News
The Hospodar (Omaha)	Norfolk Daily News	Nebraska City Press

Putting the "Quality Feeling" into Advertising

The Elusive "Something" Which Makes Advertising Sell the Company as Well as the Goods

By C. C. Casey

SOME months ago the problem of putting a feeling of a $10,000,000 stability—a "quality feeling"—into the advertising copy of a national advertiser I was then connected with was put up to me.

When the problem first came up it surprised all of us who had had anything to do with our advertising copy—we *thought* the advertising *did* have quality.

In fact, to all the men in our organization, apparently, "quality" in advertising meant only "dignified sales punch." Of course, we tried to give all our ads a clean-cut display, and a handsome face of type. We also tried to write business-like copy—no cheap jokes—and the *illustrations* had to be good and to have meaning.

Yet we were told to put also a "quality feeling" into these ads!

"Quality Feeling"—our "advertising dictionary" didn't list it. It wasn't in the advertising language, as a word, or a phrase, and had no meaning to us aside from the plain word "quality."

Yet the big boss had suddenly acquired an uncanny liking for the phrase, and we just had to listen with respect. Neither could we postpone our answers to his troublesome questions—even long enough to see if his family physician wouldn't "pull him out of it." He wanted us to put quality feeling into his advertising.

And he didn't seem to want to wait.

THIS MAN UNDERSTOOD THE MEANING OF "QUALITY FEELING"

One of the big men in a well-known Detroit organization had unconsciously handed us the problem when he told our big boss of the difficulty they had been having in trying to get a new grip on the quality feeling which a former advertising manager had put into their copy, but which had apparently gone away with that advertising man when he was thoughtlessly let loose.

He had been putting a "something" into all their advertising, which not only gave the *product* merit and quality, but gave to the *company* a dignity and a something-ness which meant prestige and power *behind the goods.*

THIS ADVERTISEMENT COMMANDS RESPECT AND PRESTIGE FOR STEINWAY

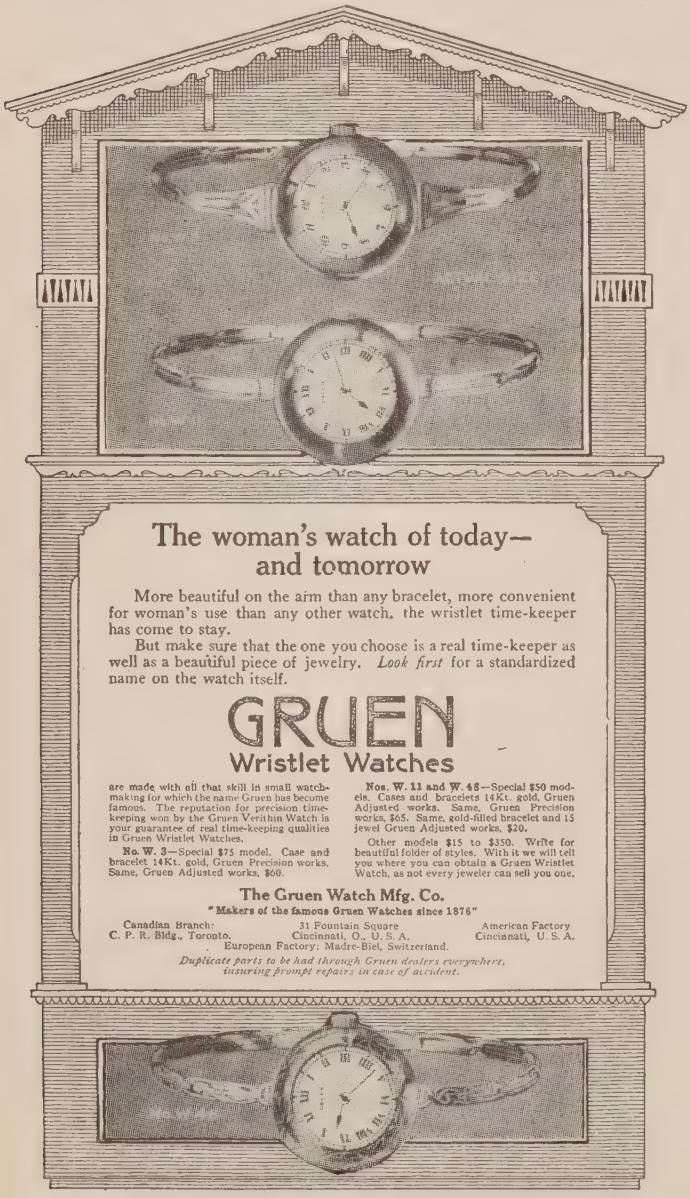
This feeling seemed to entirely disappear with the man who had created it, and in its place in the new copy there was only an "empty feeling."

All the copy men and illustrators to whom the new manager had put up the problem looked wise and said, "Sure! We can do it!" and then proceeded to fall down.

The Detroit company had found it a very elusive hard-to-get-hold-

of thing. It was *gone,* and after searching for it for more than two years, they had to give up the search, and thus humbled they sought out the man who took it away with him. And he brought it back with him.

Every man knows there is "atmosphere" all around us, but few can define it and still less can "get hold of it."



THE ARTISTIC LAYOUT MAKES THESE WATCHES LOOK HIGH PRICED AND THE ADVERTISEMENT AS A WHOLE PLACES THE MANUFACTURER ON A HIGH LEVEL

Just as atmosphere is an intangible, though very important, "something" in the air around us, so also is this particular atmosphere of *quality* a very intangible, very elusive, hard-to-define and harder-to-get-hold-of *feeling* in advertising copy or illustrations.

It is the difference in the feeling which a copy-man or artist just naturally puts into two advertisements, one to appear over the name of "Bill Smith, dealer in old iron, Podunk Station," and the other over the foundation line of the "United States Steel Corporation."

The advertisement you would write for Smith could hardly have the same substantial see-who-is-behind-the-goods feeling that you naturally and unconsciously would put into the Steel Corporation ad.

The problem is to put the confidence inspired by the millions of money and international prestige of the Steel Corporation behind Smith's copy, without having to tie him up to the Steel Corporation.

After struggling with the problem for as many days as we dared, we called in some outside advertising specialists. After taking up several days more time, we found several who "admitted" having caught the idea and promised to actually give us some copy and layouts that would fairly exude quality.

They all seemed to think it was "easy," and that they understood what we wanted.

I learned afterward, however, that not a man in the bunch had any definite idea of what we meant by a "quality feeling." They thought they could give us something that would *satisfy us,* but they had never seen such an "animal" as a "quality feeling," and all of our talk had been practically lost on them.

(*Continued on page 61*)

Adopted!

By the Simmons-Boardman Family

Because of the growth in the application of electricity to steam railway practice and inability to do justice to many phases of the subject within the covers of the Railway Age Gazette, the Simmons-Boardman Publishing Company has bought the

Railway Electrical Engineer

Mr. Edward Wray, President of the Wray Publishing Company, Chicago, the former owner of the paper, has been made its business manager, with headquarters in New York.

The Railway Electrical Engineer is a member of the A. B. C. and has a circulation of less than 1,200 copies a month. However, its audience is worth while to manufacturers of electrical apparatus and supplies for high speed and heavy duty railway service who must reach the men in direct charge of electrical work.

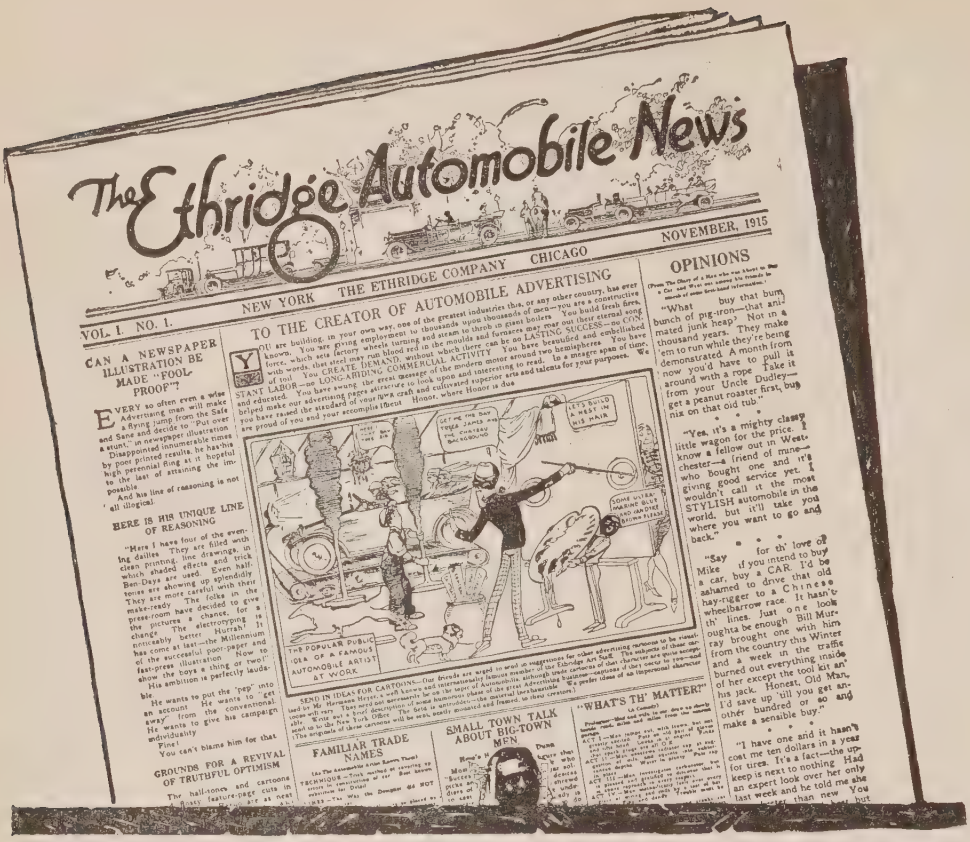
But with the resources of the Simmons-Boardman Publishing Company back of it, the Railway Electrical Engineer will expand, both in scope and circulation. As it is the only publication of its kind in the world, the problems of the advertiser who should use its pages are reduced to just one—signing an order. May we quote you rates? Our copy service department will submit a plan and prepare the copy.

SIMMONS-BOARDMAN PUBLISHING CO.

New York **Chicago** **Cleveland**

Members A. B. C.

Railway Age Gazette | The Signal Engineer | Railway Age Gazette American Engineer


The Ethridge Automobile News

VOL. I. NO. 1. NEW YORK THE ETHRIDGE COMPANY CHICAGO NOVEMBER, 1915

CAN A NEWSPAPER ILLUSTRATION BE MADE "FOOL-PROOF"?

EVERY so often even a wise Advertising man will make a flying jump from the Safe and Sane and decide to "Put over a stunt," in newspaper illustration. Disappointed innumerable times by poor printed results he has his high potential thing at it hopeful to the last of attaining the impossible.

And his line of reasoning is not all illogical.

HERE IS HIS UNIQUE LINE OF REASONING

"Here I have four of the evening dailies. They are filled with clean printing, line drawings, in which shaded effects and trick tones are unused. Even half Ben-Days are showing up splendidly. They are more careful with their make-ready. The folks in the press-room have decided to give the pictures a chance, for a chance. The electrotyping is noticeably better. Hurrah! It has come at last—the Millennium of the successful poor-paper and fast-press illustration. Now to show the boys a thing or two!

His ambition is perfectly laudable.

He wants to put the "pep" into an account. He wants to get away from the conventional. He wants to give his campaign individuality.

Fine!

You can't blame him for that.

GROUNDS FOR A REVIVAL OF TRUTHFUL OPTIMISM

The half-tones and cartoons in most feature-page cuts in are as neat

TO THE CREATOR OF AUTOMOBILE ADVERTISING

YOU are building, in your own way, one of the greatest industries this, or any other country, has ever known. You are giving employment to thousands upon thousands of men—you are a constructive force—which sets factory wheels turning and steam to throb in giant boilers. You build fresh fires with words, that steel may run blood red in the moulds and furnaces may roar out their eternal song of toil. You CREATE DEMAND, without which there can be no LASTING SUCCESS—no CONSTANT LABOR—no LONG-ARIDING COMMERCIAL ACTIVITY. You have beautified and embellished and educated. You have swung the great message of the modern motor around two hemispheres. We helped make our advertising pages attractive to look upon and interesting to read. In a meager span of time, you have raised the standard of your fine craft and cultivated superior arts and talents for your purposes. We are proud of you and your accomplishment. Honor, where Honor is due.

THE POPULAR PUBLIC ON OF A FAMOUS AUTOMOBILE ARTIST AT WORK

SEND IN IDEAS FOR CARTOONS—Our friends are urged to send us suggestions for other advertising subjects to be visualized by Mr. Hermann Hewitt, a well known and internationally famous master of the Ethridge Art Staff. The subjects of these suggestions may be of any character, but should be of a humorous character, although some cartoons of other character are quite acceptable. Write us a few descriptive words about the subject of the cartoon you desire to have—and we will do the rest. The originals of these cartoons will be sent, neatly mounted and framed, to their creators.

FAMILIAR TRADE NAMES

SMALL TOWN TALK ABOUT BIG-TOWN MEN

"WHAT'S TH' MATTER?"

OPINIONS

"What buy that burnt bunch of pig-iron—that animated junk heap? Not in a thousand years. They make 'em to run while they're being demonstrated. A month from now you'd have to pull it around with a rope. Take it from your Uncle Dudley—get a peanut roaster first, but nix on that old tub."

"Yes, it's a mighty classy little wagon for the price. I know a fellow out in Westchester—a friend of mine—who bought one and it's giving good service yet. I wouldn't call it the most STYLISH automobile in the world, but it'll take you where you want to go and back."

"Say for th' love of Mike if you intend to buy a car, buy a CAR. I'd be ashamed to drive that old hay-rigger to a Chinese wheelbarrow race. It hasn't th' lines. Just one look oughta be enough. Bill Murray brought one with him from the country this Winter and a week in the traffic burned out everything inside of her except the tool kit an' his jack. Honest, Old Man, I'd save up 'till you get another hundred or so and make a sensible buy."

"I have one and it hasn't cost me ten dollars in a year for tires. It's a fact—the upkeep is next to nothing. Had an expert look over her only last week and he told me she last week and he told me she

"The Ethridge Automobile News" —Something New Under the Sun

THE first issue of a novel and entertaining little automobile newspaper, to exploit The Ethridge facilities for producing strongly original and efficient automobile advertising illustrations, is released Tuesday, of the current week.

It makes no pretense as to form and furbelow—it's not all dolled up in three colors and gold—it has no severely serious sermons to preach.

But you'll find it cheerful, optimistic—yes, and instructive, too. There are little intimate stories of big men of the automobile game; there are rollicking burlesques of current automobile advertising . . . to put it briefly, this Ethridge newspaperette is edited in the same spirit that made our Chicago Convention News universally popular.

SEND FOR A COPY—THERE'S AN ITEM IN IT FOR *YOU.*

Ethridge Association of Artists

New York Studios at 25 East 26th Street
Chicago Studios at 220 South State Street

In fact, they lacked so much of knowing what we wanted that they got a mile away from the point; got lost in the wilderness of "sales punch," and "ginger-bread art."

The first suggestion presented to us floundered around "selling punch," without approaching the "quality feeling" at all. The next suggestion came as a hurry-up effort to catch editions, and was a hopeless muddle of "art."

With the aid of our own artist we patched up one of the layouts, cut out the superfluous design, simplified it all we could, and ordered it through. We had been obliged to slide back almost to the original level of our former efforts, to keep from missing editions.

Then we started all over. A couple of magazine pages were worked out which *approached* the feeling we were after, though the feeling itself depended largely on the treatment to be given by the *artist* in finally working out the layouts. So much did the final result depend on the artist, that most of the fruit of our work was butchered, and we succeeded in getting only one little step forward. The artist we used turned out to be "color blind" to "quality feelings."

Do all we could—argue, command, discuss, revise—we couldn't seem to get a "feeling" which the artists could hold onto.

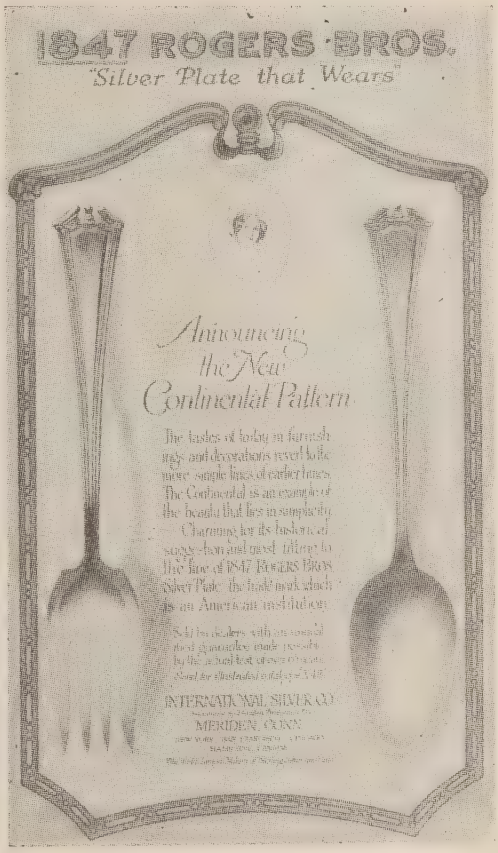
The advertising language is so limited we could find no words which meant to artists what we were trying to get. They kept *confusing* the "quality feeling" with sledge-hammer sales punch, or with ginger-bread "art." We were having about the same chase which the Detroit advertiser had made and given up.

We weren't willing to *sacrifice* sales punch, of course, because we wanted to *sell goods* even as much as we wanted to sell what was *behind* the goods. We didn't want what a lot of the artists seemed to think was art, yet we *did* want to use art; and we weren't willing to have the *selling punch* sprawl all over the quality we wanted to put into the advertisements.

There were delays and then more delays, and finally the big boss got impatient—his "physician" had apparently found his case incurable. We were "in for it." We had fallen down.

While he had been mustering his forces for the battle royal, he had been accumulating samples of ads which in any measure expressed his idea.

The first sample he sprung on us was a small Gruen watch advertisement.



BOLDLY CLAIMS RESPECT AND PRESTIGE FOR THE TRADE-NAME BEHIND THE GOODS

"This," he said, "looks simple, dignified and handsome, and it gives the goods a feeling of quality even to the reader who only *glances* at the advertisement.

"Even with prices omitted, you would feel that the Gruen watch isn't cheap, and would expect to have to pay a good big price for the most popular styles.

"It makes you feel that the watch not only *is good* in itself, but also that it has the greatest solidity and substantiality behind it. Though the type is rather

small, it shows you that the company has been making watches long enough to *know how,* and that it is big enough to stand behind a watch; also that broken parts can always be replaced.

"Now, why can't *we* do that? I never heard of the Gruen watch until recently, that I remember, and yet I am feeling myself giving to the Gruen people as much prestige and respect as to the oldest, most advertised watch companies.

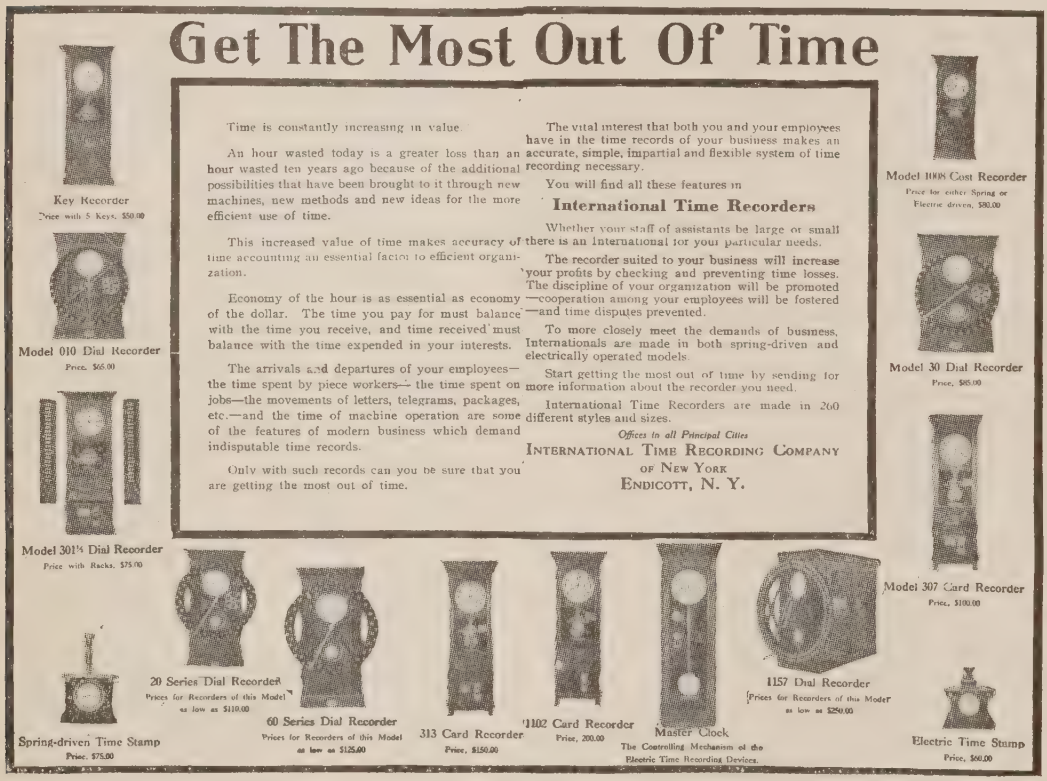
"Now take this Steinway advertisement. Ordinarily it is a little bold to simply reach out and take prestige and good will, but when these people just sort of make a sight draft on you for your favorable impression and deposit it against you, you just naturally *pay* it.

"You may say, 'Well, Steinway is an old, well-known company and just naturally *ought to have* prestige.' Don't give the credit for the prestige, or respect-creating feeling in *this advertisement* to any such thing.

"Even if you had never *heard* of Steinway pianos (and there are lots of good future piano buyers who haven't) you would still have to 'honor that draft.'

"They put a very good illustration of the piano in a surrounding which seems to lend it quality, and then they boldly, and with dignity, announce 'Steinway.'

"They *assume* that you know that Steinway is the last word in piano excellence. They just *assume* it. You don't know whether it is or not, but human nature is too lazy to dispute the question, so you just absorb a thought to that effect, and immediately you store away in your inner consciousness the belief that Steinway is *it.*



MAKES NO CLAIM FOR PRESTIGE

"Maybe the length of Steinway history would have made the name mean something without this advertising, though I have heard of many 'gray-haired' businesses which are not famous even at their own crossroads.

"*I* say this advertisement and the point of view, or ability, or whatever you call it, *behind* the advertisement, could make Steinway *it* even if the company and the name were *new.*

"Now take this '1847 Rogers Bros.' advertisement. It is more like the Gruen watch advertise-

ment. The quality is there, both for the goods and for the power behind the goods, though not as strongly, perhaps, as in the Steinway advertisement.

HERE THE QUALITY FEELING IS LACKING

"On the other hand, this time-recorder advertisement is simply a bid for business. It is the 'salesman in the market-place.' It does not bid for prestige; it makes no claim for any special responsibility, except when it tells you, in small type, that the company has an international business — with London and Berlin offices.

"*I* say this is *our* kind of advertising at the present time.

"We have been satisfied to *sell goods.* But *I* say that we can sell goods more easily and surely and build a more substantial business by the Steinway style of advertising, though, of course, we cannot afford to let our advertising take on any kind of exclusiveness which will give the impression that all our goods are high priced.

"Rather, we must show that even low-priced goods can have a big, substantial, reliable, responsible, honest, permanent *business* behind them.

"Now that's what I mean by asking you to put a feeling of quality and responsibility into our advertising.

"*Do* it!"

We would have liked to have said "We will," in language as simple and strong as his "Do it," but we had to add the weakening, apologetic "try." Because we still had only a *determination* and a *belief* that we *could* do it.

But we had at last got his idea and we did eventually learn how to get the feeling also.

Quality is not put into the advertisement in what you say and show so much as in what is written between the lines of type, or between the lines made by the artist's brush. It is an underneath, behind-the-scenes feeling.

The advertiser can't stand up brazenly in his illustrations or copy and yell "I'm *it!*" at his readers, and get away with the impression of refined power and responsibility. He must stay in the background and make you *feel* that he is it. It's a *feeling.* Even the Steinway advertisement is designed to make *you* say Steinway is it. It's the way they announce the "entry."

The impression of success and bigness is easier, though it is accomplished in a somewhat similar manner.

The smallest automobile concern in the country can make itself appear a giant in success and size by using double pages in the magazines and newspapers for dignified advertisements; or the biggest maker of autos could put his plant in a second-floor-back position by using quarter page, or smaller, announcements in adjoining pages.

The ordinary progressive advertiser can, in a similar manner, annex unto himself a big slice of prestige and public confidence by putting atmospheric underclothes on his advertisements to make them breathe onto the firm name the feeling of quality and dependability.

This feeling must come from the things which seem incidental—they are a *feeling,* not copy or cuts or types or borders.

And these underclothes must be tailor made, for there are no "stock" goods of this kind. They are quality goods, and Quality Goods are a "state of mind."

The fifty-dollar-a-week advertising manager is a fifty-dollar-a-week man, and is apt to think fifty-dollar-a-week ideas. He can't be expected to even *understand* the language of the five-hundred-dollar man's feelings.

In the same way, a fifteen-dollar artist can't even understand the merit of fifteen-hundred-dollar commercial art any more than the manufacturer of popular-priced goods can make quality goods. He hasn't the *feeling.* As Montague Glass makes Abe Perlmutter say, "With him, goods at $2 a yard is the limit, and goods at $10 a yard he can't imagine at all."

We found that the first step in annexing this illusive quality was to find an "artist" who either knew how to execute ads containing the

bigness we were after, or who could show some other man how to do it. He must know what you want and have the knack of *getting things* done the way you want them done—as did the advertising manager who left the Detroit concern mentioned at the beginning of this article.

WHAT IS AN ARTIST?

This artist may not be able to "draw" anything except a big salary, but without him all the fine "drawing specialists" in the country will be unable to put the "underclothes" of "quality feeling" into your advertising.

And *I* say that an advertising man need not know how to actually execute high-grade commercial art, to be an artist. The real artist, whether he be in combination with a knowledge of paints and brushes, or with the "hard-headedness" of business, is first and above all a man who can *see* big artistically.

There are several kinds of "quality feeling," and several ways of getting it. Many advertisers are putting a quality-goods feeling into their advertising, but not many are putting any particular prestige behind the goods by writing and illustrating the "ten-million-dollar feeling" into the copy.

Even those who have learned the knack of illustrating and writing quality into the goods, have used several different methods to accomplish the end.

Some depend entirely on borders, or type, or illustrations, others get it by hitching up to "sales news," and still others get the effect, in a measure, by writing the feeling into the copy.

But the quality feeling our big boss wanted was a feeling expresssed more in the relation of the company to the goods, as reflected in the advertisement—a between-the-lines quality.

New Wardrobe Trunk Has Window Display

The "Neverbreak" Wardrobe Trunk, a new trunk which is made to sell everywhere for $15, is being introduced in Chicago through special window displays.

"Sunset" Adopts Flat Size

Commencing with the issue dated January, 1916, *Sunset the Pacific Magazine* will be changed to the shape of the *American Magazine*. William Woodhead, general manager of *Sunset*, and ex-president of the A. A. C. of W., has made this statement in announcing the change of size:

"During the past several months I have given a great deal of thought and study to the question of the standard shape versus the so-called flat-shape magazine.

"I have talked with publishers, advertisers and advertising agents and with the general public all over the country, and I have come to the conclusion that the flat-shape magazine is the better shape for the advertiser and more popular with the average reader."

Plans Under Way for Permanent World's Fair

A corporation has been formed for the purpose of establishing an exposition of American products at Atlantic City. The thought of those behind the movement is that many of the manufacturers who have exhibits at either the San Francisco or San Diego exposition would prefer to place them where they will continue of service at the close of the expositions, rather than to dismantle and ship them back to the factory.

The exposition will be located on the large pier where Keith's theatre is now situated, and will be in a position to attract the throngs of visitors who go to Atlantic City. It is stated that 4,000,000 persons visit the resort annually.

Advertising Men's League Takes New Name

At its meeting last week, Monday evening, the Advertising Men's League of New York changed its name to the Advertising Club of New York. The change is to take effect not later than the first of the year.

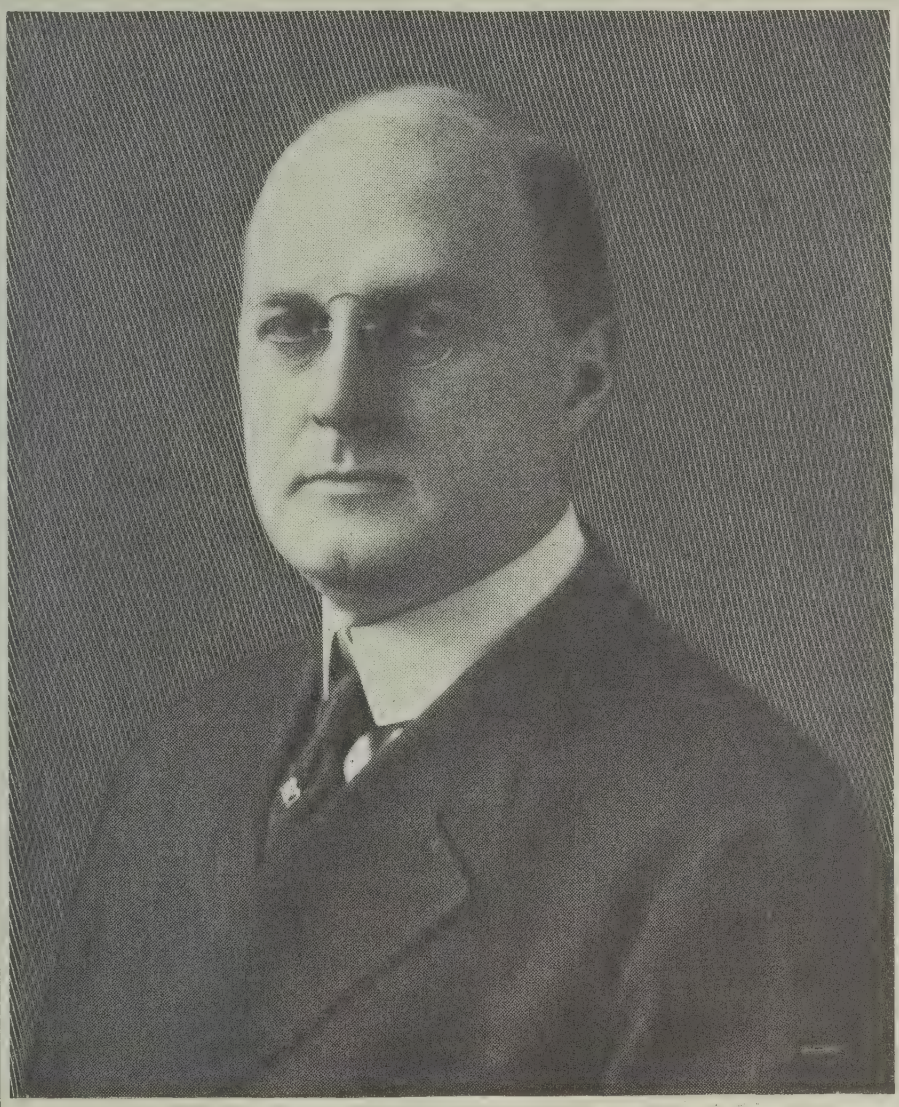
William R. Malone, president of the Postal Life Insurance Company, of New York spoke upon "Selling Life Insurance by Mail."

The discussion that followed was participated in by G. B. Sharpe, O. C. Harn, H. D. Abbott, H. D. Robbins and F. Bellamy.

At the noon luncheon, October 29, A. C. Monagle, sales manager of the Franco-American Food Company, spoke on "Selling the Grocery Trade."

Railroad Advertising Man Joins Mahin

Thomas A. Wilson has resigned from the advertising department of the Baltimore & Ohio Railroad to become identified with the Mahin Advertising Company, Chicago. Thomas A. Beaumont succeeds him at Baltimore.



BUILDERS *of* AMERICAN BUSINESS

HARRY L. BROWN, TREASURER
OF THE WALTHAM WATCH COMPANY

"SYSTEM, the Magazine of Business, occupies a unique position in the manufacturing and commercial world, in that it covers its portion of the field very thoroughly and at the same time presents something of interest to all. I fail to see how anyone can read it without getting a good deal of benefit from its articles and suggestions."

NUMBER XXXIV in the series of portraits of readers of SYSTEM

The Modern Retailer
(Monthly)

goes to every druggist, grocer, hardware dealer and haberdasher rated $3,000 and over in and within 25 miles of our centers of publication.

Part of the dealer service of the American Sunday Magazine.

Good Will

the greatest asset of any business, the biggest stock in trade of any publication.

To be successful—a magazine must have the good will of the consumer, the retail dealer and the advertiser.

It secures the good will of the consumer by the manner in which its editorial and business policies are managed. If it gives the reader the best in editorial and art work—if it protects his interests by its censorship of advertising—if its mechanical handling is of the right kind—the good will of the reader is bound to follow.

If its circulation is concentrated in those territories where it creates an advertising influence of value to the dealer, and in sufficient quantity, it has the good will of that dealer.

If it adheres to the above policies, it will produce results for the advertiser, therefore, has the good will of the advertiser.

The American Sunday Magazine

has the good will of over 2,000,000 readers because it gives them the best in fiction and art work that is produced in this country. Its covers are by Harrison Fisher. Its contributors are: Jack London, Gouverneur Morris, Arthur Reeve, James Oppenheim, Robert W. Chambers, Leonard Merrick, Virginia Terhune Van de Water, Anna Katherine Green and others. Its artists are: James Montgomery Flagg, Frank Craig, Will Foster, A. B. Wenzell, Armand Both, Howard Chandler Christy.

It has the good will of the retailer because its circulation is concentrated with newspaper concentration around his place of business. In addition it has magazine life.

It has the confidence of many national advertisers because it has produced results and because it has been careful in regard to the kind of advertising accepted. Fifty four ($54,000.00) thousand dollars worth of advertising rejected during 1915. Because by reason of its enormous circulation it enables him to cover 158 out of the 225 towns of 25,000 population and over, with sufficient intensity to create a tangible demand for the goods advertised.

Over 2,000,000 Circulation

220 Fifth Avenue
New York City

911 Hearst Building
Chicago

First in circulation
First in volume of advertising
First in the confidence of its readers

Circulation Reports to Post Office Department
October 1st, 1915

Sonntagsblatt N. Y. Staats-Zeitung	**101,191**
Second German Paper	63,400
Third German Paper	52,920

The "New Yorker Staats-Zeitung" has nearly 100% more circulation on Sunday than either of the two other German newspapers—almost as much as both combined.

Its daily circulation of **136,378** copies also far exceeds that of the other German newspapers of New York.

In advertising it has also outdistanced all competition and publishes more paid advertising than the other two newspapers publish combined.

It is the largest and most influential German newspaper in America

New-Yorker Staats-Zeitung

"The National German Daily"

Members of the American Newspaper Publishers' Association and the Audit Bureau of Circulations

Putting the Matter of Credit Up to Salesmen on Sales Basis

Excerpts from a Bulletin Used Successfully by Moller & Schumann, Brooklyn

AMONG the communications called forth by the publication of the article entitled, "Drilling Salesmen to Be Good Judges of Credit," in a recent issue of PRINTERS' INK, is a letter from H. Uehlinger, of Moller & Schumann, Brooklyn. Mr. Uehlinger submits the text of a bulletin which he has been using of late with pronounced success. This bulletin is addressed to the various members of his sales force and "sells" them on the idea that they are assistant credit men. The manner in which he places all the considerations before the salesmen will be suggestive to others who perhaps feel that it is impracticable to use salesmen in this way.

The following are excerpts from the bulletin:

Many credit men believe that they can best get along without using a salesman. I do not, and am willing to take whatever criticism may be made against me for taking such a position.

The functions of the credit man are very much like the functions of the salesmen—both desire and aim to do the largest amount of business with the smallest possible loss in bad accounts. Your desire is to show the largest volume of sales without any loss at all if possible—that would be ideal.

My desire and responsibility is that all the sales, including the sales of the house, be made with the smallest possible amount of losses.

In these functions our troubles and trials—successes and failures hinge.

Our relation with the success or failure of our house is very great.

The net profit is very easily jeopardized if not wiped out by one single loss. It requires wisdom and courage, foresight and intuition on your part and our part, to maintain the low average loss so that there shall be a fair return on the capital invested at the end of a year's work.

Within a comparatively short period a million dollars' worth of goods went from our tanks and our warehouses into all sections of this country and other parts of the globe.

You and I have taken the responsibility of shipping out that vast quantity of goods. It represents value—value equal to gold. Only five per cent is our possible profit. If our judgment has been correct as to the paying ability of the parties who obtained these goods, then it is possible that we will get back after, say, six months, this outstanding wealth. If on the other hand, our judgment has been poor, then as mentioned before, the profits will be reduced.

I simply mention these figures because they are big and because they show the responsibility that you and I, as manager and assistant manager, have in passing out credit—scattering our assets to remote parts.

May I mention right here that the losses of 1913 in the Southern District of New York in bankruptcy alone were nearly $25,000,000 net?

SALESMAN'S IMPORTANT PLACE IN CREDIT DEPARTMENT

That's a pretty big tax to pay by the commercial interests of this district.

You as well as I want to avoid the stigma of a loss that is too large. Team work will do it. You would not be an assistant credit man unless you worked in harmony with your credit office. Harmonious relations mean economy to the house—they mean greater sales and necessarily greater profits.

The salesman's ability to read human nature we all know,—he

The

Knickerbocker

Press

Albany—Troy—Schenectady

and

The Capitol District

(And That's Not All)

is master of the art. Inasmuch as he possesses the ability to read human nature, he certainly can effectively read it for the benefit of the credit department, for in so reading his customer or prospective customer, he is laying the foundation for a successful volume of business.

A credit man said not long ago that he considered your report on credits a joke—that you only think of the volume of business entered in your order book. Nothing is further from the truth.

I know it grieved some of you within the last year to have chalked against your efforts losses that have occurred, and if it grieves you as men of knowledge and ability, you will look for remedies, and the remedies are a closer affiliation and co-operation with the credit department.

The reason why you are an assistant credit man is because you persuade your customers to send in by wire or otherwise ninety-five per cent of all our business. This year as well as previous years only five per cent did we handle without your aid.

Of this ninety-five per cent which you brought to us last year or in previous years, you opened the accounts which produced that large percentage.

You have, therefore, come in contact with thousands of credit risks,large and small, good and bad.

You, being of an investigating turn of mind, practice caution, deliberation, vigilance, have made certain decisions respecting the visible financial worth of each and every account that you have opened. Is that not so? And while your decision may not be based on accurate knowledge, it is a decision which is respected and of mighty importance to your credit department.

Some of you have obtained facts which on their very face enabled us to decide, as you have decided, that we ship the order immediately.

One of our newer men is a worthy assistant credit man, for with every new account he sends there is attached thereto a new-account report.

It is treated in a fashion that shows he is onto his job. He knows that it is a responsibility to send precious gold in the form of merchandise to his customers. He knows it pays to get the facts while on the job respecting his accounts. He knows the time to look up an account is when it is in its embryo—before it reaches the credit office.

In doing this he certainly is a valuable assistant credit man. When he obtains trade references, he obtains a double advantage; first advantage assures to the credit department, and the second to himself, because he usually gets the name of his competitor. That enables a better selection of goods, and better enables him to fix a future price.

We don't want to send back your orders when incomplete. Write your information on this report and watch results.

Each employee, I'm sure, should feel a pride and satisfaction in the addition of a new account, no matter how small it may be.

As assistant credit men in sending in your orders don't put down "delivered"; it has a meaning, and from a legal viewpoint puts a greater responsibility on us.

Rather, if freight is to be allowed, mark your orders 30 days five per cent less freight. Avoid as far as possible prepaid freight sales. It helps to reduce our outstanding receivables, for if we prepay the freight it simply means that about $10,000 more is owing to us by customers than we would like to have them owe us.

WHY FINANCIAL STATEMENT IS DESIRED

We think a great deal of a financial statement, balance sheet, a net-worth statement, a statement of affairs, or whatever it may be called, especially if the customer dates and signs it. We can almost promise shipment on any reasonable order where you obtain a financial statement, for a signed statement to-day, when false, leads very easily to prison doors.

The salesman is in such an advantageous position, being on the

spot, that it seems to us he is neglecting a very important part of his work when he fails to take note of conditions and report them.

A recent case, a good one to remember, will be interesting:

A salesman sent in an order for $50, attaching thereto a new customer's report on which appeared certain references—a competitor was among those listed. Inquiry was made direct, and the answer came back, "Owes $300, checks protested; gave account to lawyer." Needless to say further credit was restricted. We are in it for $50, but not $300. Attached to the information which this competitor sent were penciled the following remarks:

"Information given by us is strictly for credit department use —salesmen should have no access to it."

Right here we want to impress upon you the inviolability of all credit information,—it must be treated as strictly confidential.

From this information it would appear that some varnish men used confidential credit information to get an order.

NEW TERRITORY AND NEW CUSTOMERS

Take the case of a salesman in a new territory: it is absolutely necessary that we be liberal in our credit decisions, setting aside certain definite principles which must be applied in territory that has been worked. We are willing to, and do, accept special risks in order to learn whether the new accounts measure up to requirements—it is a case of developing credit on merit, and your minds agree with ours on this point, we are sure.

You have your letters of introduction to Bradstreet's and Dun's to see names of concerns from whom your customer buys—you may be stopping at a hotel where you could be posted, where a certain salesman may be stopping, possibly the very one who is selling the concern you intend to sell. There is the bank in town—all these enable you to obtain credit information before taking an order, and having taken the order, you use your new-account sheet to further clinch the desired information, which is so essential here to enable us to make a proper decision.

As an assistant to the credit department you will at all times endeavor to reduce terms rather than increase them.

If you have the selling ability, I venture to state, without fear of contradiction, that you can sell at a better price and on practically any terms you like. If you have the selling ability you could sell varnish, specially aged, specially made from superior gums, put in a mythical tank reserved for your customer, and make your customer feel that he owns that tank of varnish in our plant.

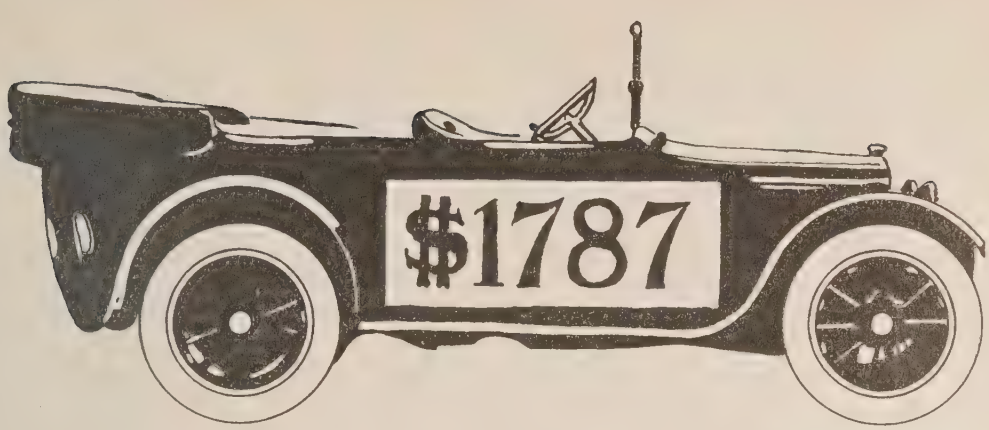
I say this, because I have the evidence. We are selling to-day coffin-makers, decorated-can manufacturers, painters, and dealers on short terms—30 net, 10/1 —and selling them successfully, retaining their business and increasing it, and it is all because the salesman has the ability to persuade and convince them to buy on these terms to fit the case and price. A salesman needs backbone—courage.

As an assistant credit man, you do not want to solicit orders from a merchant or manufacturer on time while the sheriff is behind the scenes. This has happened and happened right here. We turned down an order from one of our customers on April 1st and on the 11th he filed a voluntary petition in bankruptcy.

The gambler's chance used to be the smart thing. The person who made the narrowest escape and ran the greatest risk, and got out clean, was considered brilliant. Present-day methods eliminate the gambler's chance, and with team work between the credit man and his salesmen's assistant, cheap credits and bad losses disappear so that gambling becomes unnecessary.

I have made an interesting analysis of the losses which we have had during the past four years, and evidence proves that the high-

(*Continued on page 77*)



Judge isn't nearly as good a medium for advertising Fords or Ford accessories as a number of other periodicals.

For example, while 60% of the automobiles of today are in the $400 class, we find (by checking the names of several thousand subscribers against the state license records) that only 12% of Judge's cars are as low-priced as that.

There are just enough of them to pull Judge's average down to $1,787.

Perhaps you sell something that people of such tastes and purchasing ability will care for.

Present editions, 175,000—and growing

LUTHER D. FERNALD, ADVERTISING MANAGER

Judge

The Happy Medium

Boston New York Chicago

When Hell Bi

on the other side, the Southern farmer found himself in
a 16,000,000 bale cotton crop, raised at a cost of over r
National Administration promised help—and continued
er was buried in debt, disgust and despair.

Out of this avalanche of trouble came a much need
months what the SOUTHERN RURALIST and other Agri
years. He planted a "Hog Crop"—Feed and Clovers,
nearly 25 per cent. The lack of potash and loss of cr
Southern farmer had produced a Grain Crop worth mo

The United States

came to the assistance of the cotton grower with $15,0
Atlanta, Richmond and Dallas, and the pleasing assura

The 1915 cotton crop totals less than 11,000,000
and is selling at over 12 cents. Cotton Seed has soare
produce is selling at $60.00 and the seed is being mar
seed to each bale of cotton—a total valuation of nearly
When the tide turned two months ago, the Agricultu

Was Asleep at th

But the Great American advertiser never naps very lo
country, advances by leaps and bounds. He soon figu
$3,000,000,000 and was once more ready to buy—able
luxuries. This explains how it was possible for the So
farmers of the South—and carry more than twenty-fo
of value demanded by the careful Agricultural space b

Southern

Has Proven the Sou

More than a Quarter of
Rate $1.

Audite

Southern Ruralis

CHICAGO OFFICE
J. C. Billingslea
Advertisers' Building

NEW YORK OFFICE
A. H. Billingslea
1 Madison Avenue

ɔke Loose

ɜsion of a splendid specimen of the proverbial "White Elephant"—
nts a pound and selling at from six to six and a half cents. The
ɔmise—that's as far as they got at that time. The Southern farm-

ject lesson. The farmer learned from actual experience in six
al Journals had been trying to teach him for more than twenty
ı and Food Stuffs—Corn, Wheat and Oats, cut the cotton acreage
elped. Then just as the crop reports appeared showing that the
ın $1,300,000,000—

Government

in gold, which was deposited in the Federal Reserve Banks at
at an additional $15,000,000 would be available if needed.
but was raised at an average cost of less than six cents a pound
50.00 a ton, which means that each bale of cotton costing $30.00 to
ıt the rate of $25.00 to each bale, there being half a ton of cotton
0,000,000 and a profit to the Southern farmer of over $600,000,000.
lvertiser—

Switch---

ıen the purchasing power of the Consumer, in any section of the
ıat the South had, all told, a 1915 Agricultural Income of over
y—and in position to indulge in many more or less expensive semi-
N RURALIST on October 15th to deliver 300,000 copies to the
es of paid display advertising in the single issue. In every point
be it Quality, Quantity, Economy or Co-operative Service, the

Ruralist

oremost Farm Paper

lion Copies twice a month
r line flat

e A. B. C.

ilding, Atlanta, Ga.

DETROIT OFFICE
Chas. H. Anthony
Kresge Building

ST. LOUIS OFFICE
A. D. McKinney
3d Nat. Bank Building

—"*I wonder if we're spending it in the right mediums!*"

¶ This little drama is enacted every business day somewhere by the men who furnish the money and direct the plans for the publicity of their product.

¶ Around that big director's table sentiment gives way to sense, facts are sought rather than fiction, exactness demanded instead of estimates.

¶ The advertising manager, the agent, the publisher all recognize the insistent and growing demand for circulation facts.

¶ "A. B. C. Service" supplies this information in a uniform, standardized, comprehensive, far-reaching manner—gives a definite gauge of just what your dollar will buy in any desired field or class.

¶ It is one thing to make a recommendation for an appropriation; quite another to have your recommendation justified by facts.

¶ Why not back up your plans with the knowledge and facts that "A. B. C. Service" places at your disposal? Its cost is but a fraction of the cost of doing without it.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street, Chicago

class salesman has the lowest percentage of credit losses—has the best class of customers, from a credit standpoint. Care in selling trade is important in reducing losses, and shortening of the terms of sale is another great help.

Credit should not be based upon sentiment, it would be poor policy to sell a man because the poor fellow needs it.

SENTIMENT IN THE CREDIT DEPARTMENT

Credit is based on something more substantial. There can be sentiment in the administration of credit, and we allow that sentiment to sway our policies. Sentimental reasons should not permit us to extend credit beyond the ability of our customers to pay. That it is necessary to have a credit limit, you will all agree with me.

Probably the smallest credit limit on record was recorded in New York. Two men who had all the signs of "bums" were hustling about and shouting at the top of their lungs: "Extra, Special Extra." Each bore under his arm what looked like a bundle of papers, but which a sale revealed to consist of only one paper rolled to appear as though there were many—the same as we as boys rolled our bills to make it appear as though we really had more than we did.

Every time one of them would make a sale, he would run swiftly to an alley way and re-appear with "another bundle." It was discovered that a man with a little more than ordinary ability knew that he could trust these "bums" with just one paper at a nickel and no more, and every sale was paid for before obtaining credit for a nickel. This actually occurred in New York, and the *Times* is sponsor for this information.

In a crisis the assistant to the credit department should be able to act as the principal. He should be able to go to his customer, if he is in financial trouble, and be able to advise him as to the proper steps to take. If he is in doubt as to the wisdom of any idea he has, he should wire his credit department for advice.

The evil of dating bills ahead is a matter of no great concern to the efficient salesman; the credit men's assistant can handle nearly all cases without granting extra time. We have men who have for years avoided altogether the dating of bills; in fact, it is foreign to them. We do not mean that it is improper to do this; at certain seasons of the year it may be necessary, but it is the exception with some men, and with others it is pretty nearly the rule.

The disadvantage of dating is that a credit of $500 may be sufficient on four months' time, but if you tack on a few months' dating, you increase the risk, and it is natural that if he requires a dating from you, the customer is requesting the same of other creditors. Our tests have proved this. You simply shut the door on certain customers by tacking on datings.

Now as a credit man and assistant, our relations have been cordial, and they are truly reciprocal, working together for a high standard of accounts. Our desire should be to be better credit men and better assistants, and I am sure, by a little consideration on your part, as well as on mine, that the desire for the better class of accounts—for the worthy accounts—will become a reality.

When war is dangerously curtailing and crippling commerce in the old world, it is our duty to be more attentive to our trusts as credit men, than in times when the sun is shining.

Edward L. Preetorius Commits Suicide

Edward L. Preetorius, publisher of the St. Louis *Times* and *Westliche Post*, committed suicide November 1st. His father established the German-American Publishing Company many years ago, and when he died eleven years ago Edward L. Preetorius succeeded him as publisher.

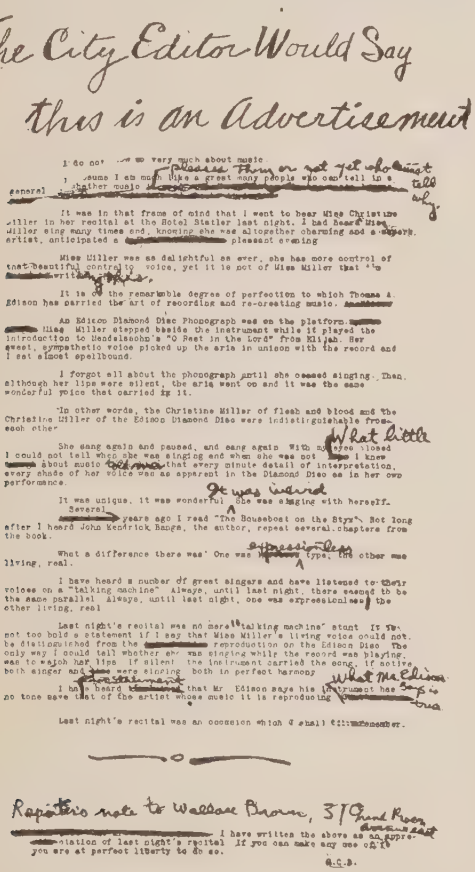
A Mustard, Plus

"Appetone" a new relish made by The Frank Tea & Spice Company, of Cincinnati, Ohio, is being advertised extensively as something more than a mustard.

How a Detroit Advertiser Made Capital of the News Idea

A REPORTER with a nose for news, who had become a copy-writer for an advertising agency, recently injected considerable news interest in an advertisement in the Detroit papers which ordinarily would have received treatment of the most conventional sort.

The basis for the advertisement was a song recital given by Miss


The City Editor Would Say
this is an Advertisement

THE AUTHOR'S CORRECTIONS, REPRODUCED IN NEWSPAPERS AS HERE SHOWN, MADE THE ADVERTISEMENT MORE CONVINCING

Christine Miller in conjunction with an Edison Phonograph programme. Wallace Brown, the local representative of the Edison company, commissioned the Campbell-Ewald Company to prepare copy to appear in the newspapers the day following the recital.

The copy-writer who was given the assignment prepared a criticism of the recital as he would have written the story had he been assigned to the task by a city editor. The news interest in the recital was featured and the ring of sincerity carried out this idea.

Instead of setting up the advertisement in type, a zinc etching was made of the original typewritten sheet, across the top of which was written "The City Editor would say this is an advertisement."

The name of Wallace Brown, the advertiser, appeared in the copy but once and that near the end, as an apparent afterthought.

Death of Herman Ridder

Herman Ridder, editor and publisher of the New York *Staats-Zeitung,* died at his home November 1, aged 64 years. He had been ill for almost a year, but up to the day of his death continued to guide the policy of his paper.

He had been particularly watchful of the column that had appeared daily over his signature headed "The War Day by Day." This was printed in the English language, and while Herman Ridder had been unable to write the articles, he was nevertheless their inspiration.

"Never a word was written," said his son, Bernard H. Ridder, after his death, "but his jealous eye scanned its meaning for some possible misconstruction. The advice he most freely gave was the emphasis of understatement."

Mr. Ridder was born of German parents in New York City. He was in turn errand boy, clerk in a Wall street office and for an insurance company. In 1878 he founded the *Katholiches Volksblatt* and ten years later the *Catholic News,* which his brother, Henry Ridder, now publishes.

Since 1890, when he became business manager of the *Staats-Zeitung,* he had devoted himself chiefly to the direction of the affairs of this paper, and of late years more particularly of the editorial policies.

In civic affairs Mr. Ridder took a prominent part, being identified with many of the activities for the promotion of business and social welfare. He was a director of the Associated Press and a member of the New York City Publishers' Association.

A New Soap Advertiser

James Beach & Sons, Dubuque, Iowa, are using newspapers in various cities to advertise Beach's Peosta Soap, a combination of Naphtha and Peosta Solvent, a soap which is claimed to loosen dirt without harm to either hands or fabric.

Advertising Course Has Wide Appeal

Over 24 lines of business, more or less closely allied with advertising, are represented among the membership of the class in advertising and salesmanship at St. Xavier College, Cincinnati.

Bringing QUALITY "Down to Earth"—

QUALITY is not a new word in the bright lexicon of the circulation man. He can roll it off his tongue as glibly as he can his endless stream of circulation figures.

You have heard a-plenty of the blue-blood and silk-stocking kind of quality that the oh-so-nice publications tell you about; and the kind that is spoken of in half whispers of awe like something not quite earthly.

But QUALITY as it applies to the actual EFFICIENCY of a newspaper, as an advertising medium, has been given a new significance. It has been *brought down to earth* and bared of all its fine plumage and verbiage. From an elusive intangible mystery Quality has been made a very intelligible and measurable element in the figuring of space values—a QUANTITY, if you please, as easy to calculate as the sum total of 2 and 2.

Stripped down to its bones and sinews, QUALITY of newspaper circulation simply means the quality of PULL-

A few publishers of "class" papers have been trying to "salt the tail" of that elusive bird of mystery, "Quality," these many moons. But not until Prof. Walter Dill Scott of Northwestern University, George French, noted author of advertising works, and Charles S. Patteson, former editor and publisher of "Newspaperdom," and a few other advertising experts, got their heads together on this subject of "Quality," and devised a method of appraising it, was it ever brought down from the thin blue air of theory. This method of quality appraisal has created a profound impression, and is described in the following pages.

Advertising men have talked much of the science of their craft, and of getting space buying down to the business-like basis applying to other commodities; but advertising itself, and the buying of advertising space in particular, can never be much more than "guesswork" at your own or a client's expense, until the quality of the commodity is as well understood as the quantity.

ING POWER, and a system has been devised that makes it possible to weigh and measure this element nearly as accurately as you compute circulation figures.

This system of quality appraisal is the result of the combined efforts of Mr. Charles S. Patteson, former editor and publisher of "Newspaperdom", and other eminent advertising authorities such as Prof. Walter Dill Scott, Northwestern University, Chicago, Mr. George French, noted author of advertising works, and the heads of some of the foremost advertising agencies in the United States.

How "Quality" is Weighed and Measured

The system is based largely on a series of thirteen points of judgement, embracing all of the essential elements of newspaper quality and efficiency, as agreed upon by men who have spent millions in advertising, and who have made advertising a life study and work.

A commission composed of the leading advertisers of a community are selected to act as a jury in making the appraisal, and each newspaper of the community is rated according to its merits on each of the thirteen points, ratings to be based on the experience and judgment of each member of the jury.

The individual ratings are then averaged after a through referendum, and the concensus of judgment and experience reduced to totals.

Making the Test in Los Angeles

Charles S. Patteson, the originator of the system, recently came to Los Angeles and personally interested and assisted the business men of this city in making an appraisal of the six Los Angeles dailies. He undertook this work entirely on his own initiative, and not until the entire appraisal was completed did the publishers of the Los Angeles newspapers have an inkling of it.

Twenty-two of the leading advertisers of Los Angeles, including four advertising agents and representing eleven other lines of business, participated in the appraisal.

"Standard Advertising" of Chicago, in the course of a lengthy article on the method of quality analysis referred to in this advertisement, says: "Mr. Patteson has made a unique and important contribution to the development of advertising in his device and methods for computing the quality values of daily news-

The Verdict of This Jury of 22 Advertisers Gave—

THE LOS ANGELES EVENING EXPRESS

First place among all the newspapers of Los Angeles

and pronounced it the leader in general excellence both as a newspaper and as an advertising medium.

The Evening Express received the highest rating of all Los Angeles newspapers on the most important points considered, namely:

Standing as a newspaper;

Strength in the home;

Market-place aspect;

Following among people who read advertisements, compare offerings, and RESPOND;

Cleanliness of advertising columns.

Considering the afternoon papers alone, the Los Angeles Evening Express won on ten of the entire thirteen "points"—as to the remaining three it was accorded an average of 13.24 out of a possible 17.00.

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papers and other periodicals. He was founder and for ten years publisher of "Newspaperdom," the Journal of Newspaper Publishing; was for several years in charge of Messrs. N. W. Ayer & Sons audit service and investigation work, and was well qualified for the undertaking."

THE LOS ANGELES MORNING TRIBUNE

was voted supreme in the morning field

on the following prominent points:

Circulation on merit as a newspaper, independent of premiums, contests and similar inducements;

Following among people of thrift and economy;

Concentration of distribution in city and immediate suburbs;

Cleanliness of advertising columns;

Service to advertisers—in position, co-operation, etc.

Rate Inducement, per inch, per thousand.

A New Basis for Judging the Value of Newspaper Space

The complete details of this appraisal and of the system by which the appraisal was made, are given in an interesting booklet issued by the Express Tribune Company. If you have not read a copy send for it. It is a boiled-down post-graduate course in the science of space-buying, of immeasurable value to every wide-awake advertising man.

Express Tribune Company,
Express Tribune Building,
719-721 S. Hill St.,
Los Angeles, California.

Foreign Representatives:
A. K. Hammond, 366 Fifth Ave., N. Y.
C. D. Bertolet, Boyce Bldg., Chicago
N. R. Baranger, Merchants Ex. Bldg., San Francisco

Burroughs Advertises to Produce Sales Instead of Inquiries for Free Books

How a Study of Past Experience Disclosed the Waste in Educating Those Only Who Could Be Persuaded to Fill Out a Coupon

By Edwin A. Walton

Advertising Manager, Burroughs Adding Machine Company, Detroit, and Formerly Advertising Manager of the Timken Companies.

[EDITORIAL NOTE: The following is the stenographic report of a talk given by Mr. Walton before the Adcraft Club of Detroit. The fallacy of the theory that the value of an advertisement is to be judged by the volume of inquiries it pulls has seldom been better demonstrated.]

MR. CHAIRMAN and gentlemen: I have not prepared anything thrilling in the way of an address this evening, but just want to give you a few thoughts along the lines we have been thinking out at the Burroughs.

We have been doing some very careful analysis work out there. We have hundreds of records—thousands of records; and we have been going over them. We have been trying to figure back and see where we stood, see what results we got in the past, and to base our future on the results of the past.

One of the big subjects that has come to the front in this investigation is the subject of inquiries. We have, in the past, been going after inquiries very strongly. We have had a lot of them. We have turned them over to our field force, and they have secured a great many sales from those tips.

Now we have been doing some pretty careful thinking, and have had to reverse some of our policies as the result of that thinking. I believe that our reversal of policy is very largely due to a change in conditions, owing to the growth of our business, so that it casts no reflection whatever on our methods of the past.

Undoubtedly mail-order concerns must have inquiries. That is what they are in business for, to get inquiries, and sell those people who inquire by mail.

Undoubtedly a great many other concerns must have inquiries. Probably many office specialty manufacturers should advertise for inquiries. I don't know. I suppose it depends on the extent to which the article is known, the extent of its present use, the thoroughness with which the field is combed by the sales force, and on other conditions.

We have been studying and analyzing our own case during the past six months, however, and we have determined that from now on we will not try at all to get inquiries.

Perhaps our change of policy is due, as I said before, to a change in conditions in the country, to a change in the selling conditions of our products.

FOUR GENERAL CONCLUSIONS ARE DRAWN

We have had almost six hundred men in the field. We are combing every corner of the country. (I am speaking of the United States now.) We never had so many before. Our product is better known than it used to be. If it were a new, unknown product, perhaps we would have to go after inquiries, but to-day we are not going after them, and some of our findings and analyses may be of interest to you, because it may set you thinking along the lines of your own business, and get you studying to see whether or not you need inquiries.

Our analysis of our business experience, covering hundreds of different letters, folders, magazine advertisements on every

phase of our business, proves definitely and conclusively four things:

FIRST: The more educational our message, the fewer the inquiries.

I want to make these points slowly, so that you will grasp them. The more educational our message, the fewer the inquiries.

SECOND: The more Burroughs machine we talked, the fewer the inquiries.

THIRD: The more mere curiosity we excited, the greater the number of inquiries, and

FOURTH: The more valuable looking the free booklet we offer, the greater the number of inquiries.

Uniting and re-stating these facts, we draw the following conclusions:

The more the advertisement does to bring all its readers to a state of mind more favorable to the purchase of a Burroughs Adding Machine, the fewer the replies.

The more the advertisement neglects to educate all the prospects, the greater the number of permissions for the salesman to call and do the educational work at his expense; from which we have condensed and reduced again to this general conclusion:

The better the advertising for the future of the Burroughs business, the fewer will be the written responses to that advertising.

Now I could not bring a great many examples to-night to show you, but I can give you some idea from the advertisements that were run last year in the *Saturday Evening Post.*

SOME CONCRETE EXAMPLES

Here is an advertisement run in January, last year, going to the two million circulation of the *Post.* It gives an educational message entitled, "Saving a Dollar by Stopping a Leak." It also has a coupon which offers a free book —but it doesn't look much like a book. It shows a machine, so that very evidently, if we get a reply, we are going to send a salesman there to show that machine and try to sell it. Out of the two million circulation of the *Post* we got seventeen replies to that advertisement. What I am thinking about is the one million, nine hundred ninety-nine thousand, nine hundred and eighty-three people who did not reply. What sort of a message did they get? Was it a good educational message? Well, it was in this case.

Our February advertisement shows a book very plainly—a rather good-looking book. "A Better Day's Profits" sounds somewhat interesting—and out of the two million circulation we received two hundred and sixty five replies—requests for that book on the coupon down here (making it just as easy as possible to get that book free). It starts out, "A book every retailer should have—" But still I am thinking of the million nine hundred ninety-nine thousand, seven hundred and thirty-five people who did not reply. In this case they did not get a very good educational message on the Burroughs machine.

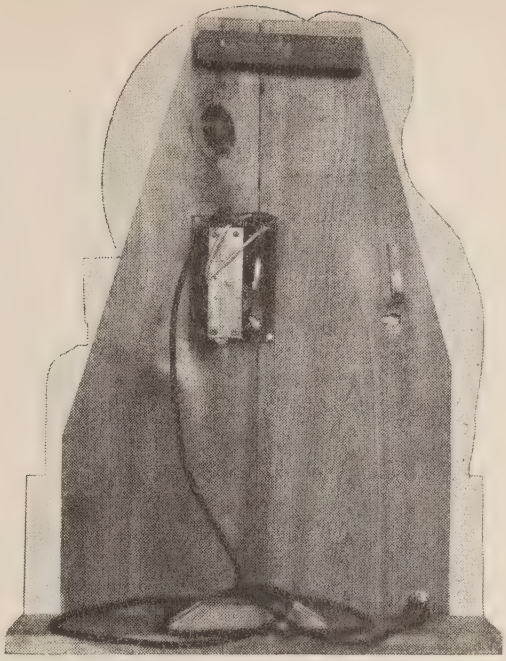
In this March ad, where we say, "Cut Down Expenses on Your Pay Roll Work," and don't make it so evident that there is a free book in the thing—it looks more like a catalogue—and there is nothing in the way of an educational message, we get ninety-four replies.

When we show a book, or rather, a pamphlet—not a book—so it doesn't look like much for nothing; and show plainly that it is a machine we are selling, we get only thirty-six replies.

Again when we offer a book—a real, booky-looking book—and just talk about the book, and how free it is, we get four hundred and twelve replies out of the two million circulation. When we don't make it all plain what it is we are offering, and yet we are offering something, we get twenty-five replies.

Now the peach of them all is this advertisement run in September, showing a real, bound book, "Efficient Cost-Keeping." We got fifteen hundred and three replies to that. There is really no Burroughs educational message there. I am still thinking of the million, nine hundred ninety-eight thou-

Before



Behind

Here is a Window Display Motor that will get the whole advertising world going

All you have to do is to attach the wire to a lamp socket and forget it. It will run continuously, night and day, and never use enough current to register on the meter.

For economy, effectiveness and simplicity, there is nothing to compare with it.

It will operate a motion window display as well as an electric motor. It has the old clock-work movement backed off the boards.

We are equipped to turn out moving displays, complete, from the original idea to the finished display, individually boxed and ready to ship. Or, we will furnish the motors to any manufacturer who prefers to build the display himself.

The experience and brains of a well-equipped advertising agency are at the service of manufacturers who want the kind of window advertising that will reach out and hold attention.

GARDNER ADVERTISING COMPANY, St. Louis, Mo.

Magazine and Newspaper Advertising

EFFICIENCY G ADVERTISING

Out-door Display
Window Display
Effective Dealer Helps

DEALER C

---a result of using

A few testimonials by those who h

Duffy-Powers Company

Rochester, N. Y.

In reply to your letter of the 2nd. On January 3, 1910, we started to issue "S. & H." Green Trading Stamps on all cash purchases and all charge purchases paid for before the 15th of the following month. The business was immediatley given an impetus; sales increased about double the normal growth. Since the first year the business has only shown normal growth.

When stamps were first introduced there was some opposition and prejudice on the part of charge customers. We do not think it exists to-day; in fact, 90 per cent of our charge customers, on payment of account the 15th of the following month, make request for trading stamps.

Our contract with the "S. & H." people has recently been renewed for a period of ten years.

Boston Store

Grand Ave., Third and Fourth Sts., Milwaukee, Wis.

Relative to your desired information on the following questions upon the "S. & H." Trading Stamp, will say as follows:

Q. How long have you had them?

A. We have given these stamps for about 10 years.

Q. Have they increased your business? If so, what per cent?

A. Our store is 13 years old and when we started we were doing less than half a million; to-day we are at the rate of four million.

Q. Do you find that the store that handles them is discriminated against by the better trade?

A. We are happy to say that no person who trades in our house refuses them and we enjoy the patronage of all types and kinds of people from the wage earner to the millionaire.

Q. With the experience you have had would you be glad to drop them if you could?

A. We have just closed a contract for a long period of years.

Relative to giving you additional information, will say that the installa

"The Business Builder" will

The wonderful "Sperry" Map graph

Send f

THE SPERRY & HU
THE HAMILTO

George B. Caldwell, President

-OPERATION

ne "Sperry" System

tested its power:--

tion depends altogether upon your local situation and no one from a distance can advise you what to do. As for our part, we are fully satisfied and earnestly believe they help our business.

Rothschild & Company

State St., Jackson Blvd. and Van Buren St., Chicago

Responding to your favor of recent date with reference to our experience with the Sperry & Hutchinson Green Trading Stamp Co., would say we have been distributing stamps issued by this Company for the past nine years with satisfactory results. From our experience we have found that the additional trade secured through the distribution of the stamp has been more than sufficient to offset the cost. Have also noticed the stamp appears to be equally attractive to all classes of trade.

Our dealings with the Company have been entirely satisfactory. We believe a careful investigation will convince you that the stamp is worthy of your most careful consideration and our experience warrants us in highly recommending the Company.

Olds, Wortman & King

Morrison Park, Tenth and Alder Sts., Portland, Ore.

Replying to your inquiries of May 2nd regarding our use of and experience with the Green Trading Stamps, to your first question we would answer that we have used them since the first of September, 1912. To the second question, we have increased our business about 20 per cent. Third question, we do not find that their use influences the better trade one way or another, that we have been able to determine.

To your fourth question as to whether or not we would be glad to drop them, we would answer very surely not, and we are only sorry that we did not adopt the system much sooner than we did, as we find that through their use nearly the entire increase of business has been in cash receipts, which as you know, is very desirable.

you how we have succeeded.

shows how nation-wide our system is.

m today.

CHINSON COMPANY
CORPORATION

2 West 45th Street, New York

sand, four hundred and ninety-seven people who did not get a Burroughs message; and, not of the fifteen hundred and three people who permitted our salesmen to come around and do all the educating.

Here's one on the "Brain of the Burroughs You Buy." We got one reply for that.

HOW THE NEW POLICY AFFECTS SALES

Now, this year we have stopped trying to get replies. We have stopped keying our advertisements. We don't know how many replies we get from any one publication. I think it is safe to say that from our full-page space in the *Post* now every month we are getting fewer replies even than we had last year; and the total of our replies last year from the *Post*, one ad a month, two million a time—twenty-four million in all—was two thousand, four hundred and seventy-three—about one tenth of one per cent.

We are not keeping track now. We don't care. What we are after is an educational message, and since we started on that plan in June our sales have increased by millions. The men are in favor of it. Everybody says, "Go ahead and give us some more," and the sales keep rolling in. When I left the office this afternoon our sales for October were exactly double what they were a year ago—last October, at this time. Now, there's something to that. We feel it, and the whole field force is feeling it now.

Here's another sidelight on the proposition. We have had out there an enormous, big prospect file, containing nearly six hundred thousand names. When we found a man had actually gone out of business, we dropped his name, but unless he had actually gone out of business, we kept him there. Even if he bought a machine, we kept him there, because thirty-eight and a half per cent of our sales are made to our users, and therefore our users are our best prospects.

We made an analysis of our files for eight different territories, taking them from the East, West, North and South. We found this: That we had sold twenty-three per cent of the people in our list who had inquiried in those eight territories; but that we had sold thirty-three per cent of the people who had not inquiried in those territories. In no one of the eight territories had we sold more people who had inquired than had not inquired. It was always the other way. It sort of looks to us as though it was a poor thing to get a man to inquire, at least for a book—for something free—for nothing.

Now, we are reasoning this way in our advertising, that if the prospects in the country, numbering two million or more, really knew what a Burroughs would do for them in the way of saving time, insuring accuracy, and giving them without any cost the facts and figures of their business, on which to build for better profits—if they really *knew* this, they would be clamoring to buy. They would mob our hundred and seventy offices around the country. They would be sitting on the doorsteps in the morning waiting to buy machines. Now, that's the truth. If they only *knew*. We believe that. It is, then, an educational problem.

Advertising, of course, is the cheapest possible method of educating people in a business way. Salesmen can call and do this educational work, but advertising can do this work more cheaply and more generally than personal salesmanship. The salesman will always be needed to finish the education and close the orders—the hardest part of the work.

Now, our advertising can be aimed to get people around the country to hold up their hands and give permission for a salesman to do all the educational work at his expense of time and money. Or, advertising can be aimed to educate the whole mass, just a little way here, a little way there, to the realization of the need of a machine for handling figures.

That is the course we are adopting. Our salesmen therefore have

The publication date of The American Magazine is advanced nine days!

Effective with the January issue, the publication date of The American Magazine will be advanced from the 25th to the 16th of the month preceding date of issue.

The January issue will be on sale December 16th.

The closing date for advertising will remain unchanged—the 15th of the second month preceding date of issue as heretofore.

The new schedule can be maintained only by exact punctuality. Punctuality in closing the advertising forms! Punctuality in the printing department! and in the bindery! and in the mailing room!

Advertisers and Advertising Agencies will please note that the

January Forms Close Punctually On November 15th

The American Magazine

LEE W. MAXWELL, Advertising Manager
381 Fourth Avenue, New York

JAMES D. FULTON, Western Advertising Manager
Tribune Building, Chicago

TEXACO MOTOR OIL

The Severest Test For Your Motor Oil

DURING cold weather and on bad roads a motor lubricant shows itself at its best or worst. In such conditions are embodied the severest test which an oil has to meet.

How will the oil you use meet these conditions this winter? Many passably good "fair weather" lubricants congeal, grow "lumpy" and lose their power of lubrication in zero weather. The result is lost pleasure and costly motor repairs.

Texaco Motor Oil shows a zero cold test. It flows freely at that temperature.

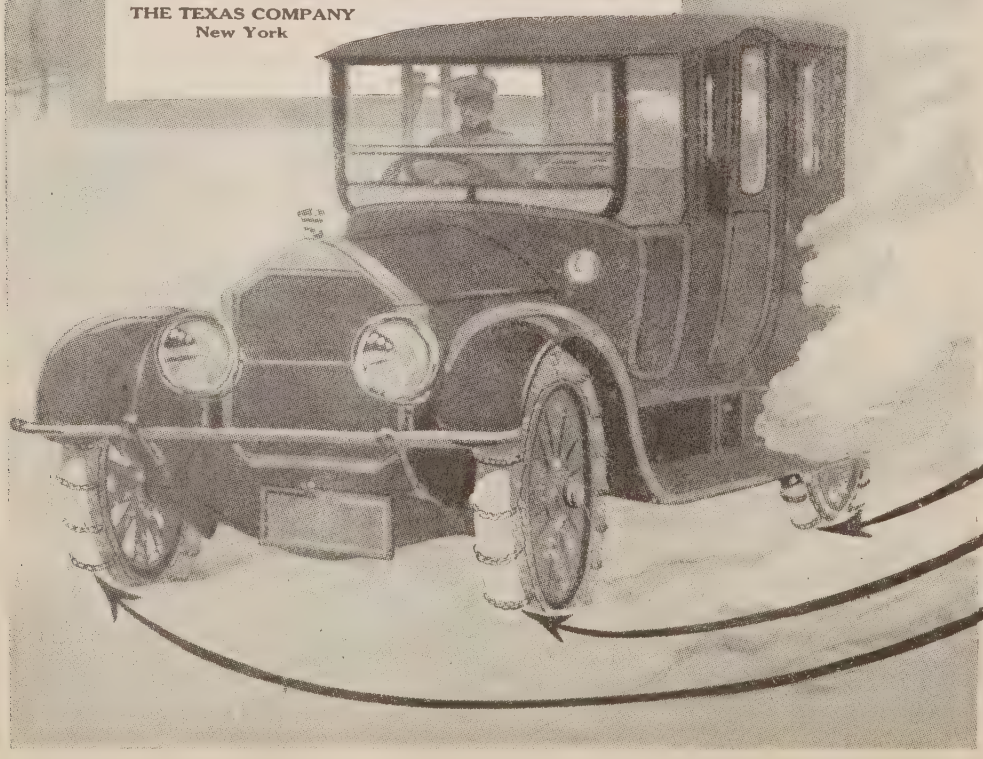
Winter or summer it unfailingly helps your motor deliver its maximum power with minimum consumption. It never deposits a hard carbon crust.

Make Texaco Motor Oil your all-the-year-around lubricant, and forget lubrication troubles.

Write for interesting booklet, "Motor Miles." The reading of it will be worth your while.

In 1 and 5 gallon cans at most good garages and supply shops.

THE TEXAS COMPANY
New York



(From the November issue of Motor)

Take Notice!

—Anti-Skid Chains on the Tires As They Should Be.

Here's an example of consistency in picturing an automobile in a scene of snow. All four tires are equipped with Anti-Skid Chains. We congratulate both the advertiser and the artist.

WEED CHAIN TIRE GRIP COMPANY

Advertising Department

37 WEST 39th STREET, NEW YORK

Manufacturers

here's a new way to sell more-and be classed among the best:

A NEW idea backed by a $1,000,000 investment owned by a number of able, practical business men ALL known for their success:

RIGHT here is the chance for you, Mr. Manufacturer to not alone help your sales, but to open up **new territory**—establish New markets—Join the "America First" idea—be one of those who **show** and **sell** their Made-in-U. S. A. Products at

OVER $1,000,000 are invested NOW and as much more as is needed will be forthcoming to make this the MECCA of export buyers—and the American people who want to know of the best that American Manufacturers can produce—

the National Advertisers' permanent WORLD'S FAIR GARDEN PIER Atlantic City N.J.

J.W.L.jr 15

The same people, 4,000,000 of them, who have often *read* about your products, will be *convinced* by SEEING your *actual goods* at "Garden Pier"—*that means clinching the effect* of your advertising—making actual sales to representatives of four-million families from all parts of America who pass through this pier each year.

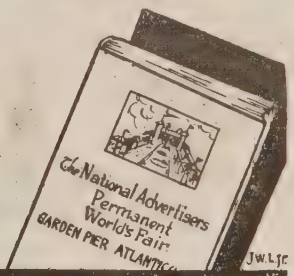
KEITH'S THEATRE *is at the extreme end of the pier, drawing crowds twice daily*—***the beauty and novelty of the pier itself, draw many more people.***

Nothing SELLS and HELPS SELL goods LIKE A Demonstration.

Write to our New York office (Suite 1001-1007 286 5th Avenue) and reserve your copy of our big complete book now being printed

Pier Realty & Holding Co.

Executive Offices 929 North Third St. Philadelphia



NATIONAL ADVERTISERS' PERMANENT WORLD'S FAIR

GARDEN PIER ATLANTIC CITY N.J. U.S.A.

to go out and get their own returns, not in the shape of inquiries, but in the shape of signed orders, and they are doing it.

We have, as I say, stopped entirely, in our national advertising, offering any free books. In this ad you have to read clear through here and down to the very last paragraph until you see you have a chance to have a salesman call and show you the machine. The same thing is true of other page advertisements we have run. Nothing free in them. They tell about the machine, and are educational, pure and simple. We are going after the mass of people in the cheapest possible way, by national advertising in publications like the *Post*.

Then we are going after, always in an educational way, the prospects that our salesmen are calling on, as shown by their daily reports. We have a mailing list made up from these daily reports, and a name stays on it six months from the date of the salesman's last call, and is then dropped.

There is a lot more I could tell you about how we are doing some of this educational work in an indirect way. Some time maybe I will, but I think my ten minutes is now up, and I thank you.

Greig with Dunlap-Ward

Carlisle N. Greig, formerly with Lord & Thomas, Chicago, has been made vice-president of the Dunlap-Ward Advertising Agency, with headquarters in Detroit. Mr. Greig was at one time with the George Batten Company, of New York.

Croup Remedy in Newspapers

The Spurlock-Neal Company, Nashville, Tenn., has begun a newspaper advertising campaign in that territory for Menth-Alba, a croup remedy. "Human interest" is being introduced into the copy by word and picture.

Florida Cities Will Advertise

D. C. Gillett, president of the Tampa, Fla., Board of Trade, is heading a movement to advertise the State for tourist purposes. Other cities in Florida are being interested in the plan.

The advertising of the Republic Motor Truck Company, of Alma, Mich., is now being handled by the Detroit office of the Taylor-Critchfield-Clague Company.

"American Printer" Buys Two Trade Papers

The Oswald Publishing Company, New York, publisher of *The American Printer*, has purchased the *Printing Trade News*, a New York weekly publication, and the *Master Printer*, which has been published monthly in Philadelphia. These two publications will be absorbed by *The American Printer*, which in the future will be issued semi-monthly.

California Toilet Preparation in Eastern Papers

The Laughlin Fruit Refining Company, Los Angeles, is using a list of Eastern newspapers to introduce California Citrus Cream, a new greaseless facial preparation. It is claimed that it removes dirt and soap from the pores, without leaving that "shiny" look. It is put up in a disk-bottom tube that stands alone and sells for 25 cents.

Chalmers Shipments Gain 302 Per Cent

Shipments of the Chalmers Motor Company for the quarter ended September 30 showed a gain of 302 per cent over the same period of 1914. The company sold 150 more cars in July, August and September this year than were sold in the first nine months of the fiscal period ended June 30 last.

VanSicklen Joins Taylor-Critchfield-Clague

Fred W. VanSicklen, formerly on the staff of the *Commercial Vehicle* and other publications of the Class Journal Company, and who has been connected with automobile advertising since its infancy, has joined the Detroit office of the Taylor-Critchfield-Clague Corporation.

Irvin J. Oswald with Kuppenheimer

Irvin J. Oswald has resigned as manager of the advertisers' service department of the *American Carpenter and Builder*, Chicago, to join the publicity staff of the House of Kuppenheimer, of that city.

New Agency in Utica, N. Y.

Edward W. Moore, who has been associated for several months with the Frank DuNoyer Advertising Agency, of Utica, N. Y., has started the Moore Advertising Agency in that city.

Cheltenham Gets Chalmers Account

The account of the Chalmers Motor Company is now being handled by the Cheltenham Advertising Agency, New York.

No American journal exerts greater influence or wields a greater force in the United States than "John Bull" does in Great Britain.

JOHN BULL

is read by all classes—millionaire to artisan—and to *everyone* in Great Britain the phrase "write to 'John Bull' about it" is almost as well known as "England expects every man to do his duty."

Figure out the proportion for yourself:—

Great Britain's 40 millions against the U. S. A.'s 100 millions make "John Bull's" "over-a-million-a-week" (net-net-net) the equivalent of 2,500,000 in America.

Every line—including the advertisements—is carefully read.

At $500 per page it is the cheapest medium on earth. "Write to 'John Bull' about it" if you require information regarding Britain and the British.

Philip Emanuel

Advertisement Manager
93 & 94 Long Acre,
London, W. C.

Published weekly by the House of Odhams

Advertiser Challenges a Whole Industry

Water Filter Manufacturer Throws Down the Gauntlet to Bottled-water Purveyors—A Wide-open Opportunity Is Thus Afforded the Bottlers to Advertise Their Wares

WILL the concerns that furnish bottled spring water to the inhabitants of New York City accept the challenge that has been offered them, or are they "too proud to fight"?

The challenge is contained in the advertising of the Duplex Filter System, Inc., that has been appearing in the newspapers. It is a call upon the bottled-water people to advertise their wares—to defend themselves before the water-drinking public.

True, the filter manufacturer does not come out in so many words and demand a show-down of the bottlers, but the implied challenge is there, nevertheless. If it is met with a policy of silence, quite likely there will be users of bottled water who will be convinced of the truth of what the filter company asserts. In fact, many are already convinced, apparently, for the advertising has given the names of many nationally known concerns now using the filters.

New York is dependent on the Croton watershed for its water supply, the daily consumption averaging 350,000,000 gallons. Despite this huge amount of city water that is used each day, thousands of offices and homes are supplied with bottled spring water for drinking purposes. There are many persons who have believed the bottled variety possessed greater purity and, in addition, it is delivered in a form convenient for cooling by means of the ice tanks that the bottlers furnish.

Now comes the Duplex Filter advertising and quotes the Commissioner of the Department of Water Supply as saying that Croton water is "safer to drink than most bottled waters." "All authorities agree," conclusively

Directory of Britain's Great Advertising Media

Short Synopsis of Class, Circulation, Scope, Rates, &c.

"PUNCH" THE most famous and most widely quoted humorous paper in the World. Wields wonderful power in political and social life, and is one of the essential British Institutions. Was the first high-class illustrated paper in London to state and guarantee Net Sale, and is so far *the only one* in its class so to do. Advertising rates based on Net Sale each week of 100,000. Net Sale is now in excess of 150,000. 10 Bouverie St., London, Eng.

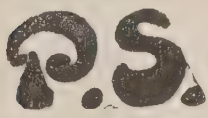
THE OBSERVER

(Founded 1791)

The Oldest and Leading Sunday Newspaper.

Certified Net Sales Over 200,000 Weekly
Advertisements $5.00 per s. c. inch

12-14 Newton Street, Holborn, London



"The Passing Show" gives Britons in over 180,000 homes the World's news and views in Cartoon and type.

"Quality contents make Quality Circulation"
Rate $150.00 per page
Address Correspondence 93, to Long Acre, London, W. C.
ISSUED WEEKLY by The HOUSE OF ODHAMS

THE LARGEST NEWSPAPER SERIES IN GREAT BRITAIN

Hulton's 6,000,000 Group

Picture Papers, Daily Papers, Weekly Papers, Morning Papers, Evening Papers. See large announcement on following page.

THE HULTON COMPANY
Daily Sketch Building London, England

THE SPHERE

NOW GREAT BRITAIN'S FOREMOST ILLUSTRATED PAPER.

Compare it with any other week by week.

Price Sixpence

THE TATLER

QUITE THE LEADING ENGLISH ILLUSTRATED SOCIETY PAPER. THE FAVORITE WITH ALL.

Price Sixpence

TWO BRITISH INSTITUTIONS

THE FIELD

(Weekly, Price 6d.)

The Standard Authority of the World on Sport, Travel, the Estate, the Country House and the Interests of the Country Gentleman.

THE QUEEN

(Weekly, Price 6d.)

The Premier Lady's Newspaper. The recognized authority on Social Matters, Fashions, and all the Interests of the Educated Woman.

Offices: Windsor House, Bream's Bldgs., London, England

THE ILLUSTRATED LONDON NEWS

THE OLDEST AND BEST ILLUSTRATED PAPER IN THE WORLD

Office for Advertisements: 195 Strand, W. C.

The Illustrated Sporting and Dramatic News

THE LARGEST SALE OF ANY COUNTRY GENTLEMAN'S NEWSPAPER.

Offices - - - 172 Strand, London

THE SKETCH

THE GREATEST TRIUMPH IN MODERN ILLUSTRATED JOURNALISM

Office for Advertisements: 195 Strand, London

The Lady's Pictorial

THE LEADING LADY'S NEWSPAPER.

Offices - - - 172 Strand, London

Specimen copy of any of the above publications with fuller particulars can be obtained from The Dorland Special Agency for British Publications, 366 Fifth Ave., New York.

MAKING GOOD IN GREAT BRITAIN

Names that are "WRIT LARGE" in Newspaperdom

"DAILY SKETCH"
National Picture Newspaper, half-penny, every morning.

"EVENING STANDARD"
London's Dominant Evening Newspaper. Daily, one penny. Circulation equal to combined circulation of all London penny Evening Newspapers.

"DAILY DISPATCH"
The Newspaper that sways Lancashire and the North of England, half-penny, every morning.

"EVENING CHRONICLE"
Lancashire's greatest and most widely read Evening Newspaper, half-penny, every evening.

"SUNDAY CHRONICLE"
National Literary Sunday Newspaper. one penny, Sunday. Circulation a million.

"ATHLETIC NEWS"
The only Newspaper devoted exclusively to Athletics, Sports and Pastimes.

"UMPIRE"
National Sunday Newspaper of the Industrious Working Classes.

"SUNDAY HERALD"
The greatest and best Sunday Picture Paper, *the* success of modern journalism, one penny, every Sunday.

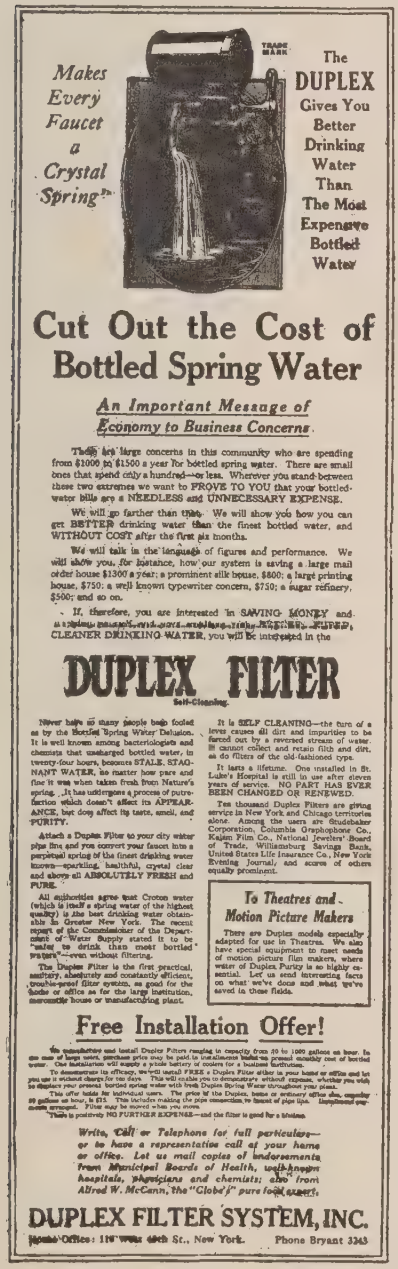
The keynote of the success of the **HULTON SIX MILLION GROUP** is the fact that the papers have exactly gauged—and given—what the British public want every time.

Every paper appeals to popular fancy

Hulton's is the only group that can give you a truly National campaign or a try-out campaign in the most wealthy, populous and fertile field in Great Britain—Lancashire.

Write for specimen copies and rates to HULTON'S, "Daily Sketch" Buildings, London, England.

states the advertisement, "that Croton water (which is itself a spring water of the highest quality) is the best drinking water obtainable in Greater New York." As if to emphasize its challenge, the assertion is made in bold type "The Duplex gives you better



THE NEWSPAPER COPY THAT CHALLENGED SPRING WATER PEOPLE

drinking water than the most expensive bottled water."

Thus far, none of the hundred-odd concerns dealing in spring and mineral waters in New York City has questioned, apparently, the filter company's statements. There has never been any very consistent campaign of advertising by the bottlers and one company, which has its bottles in thousands of offices, has never advertised at all, except in a small way. One company, it is stated, has been prodded into action and is planning to use street-cars and posters in the near future.

There are instances of effective advertising by bottled-water companies, however, in other cities, one of which was described in PRINTERS' INK for May 21, 1914. The Consumers Company, of Chicago, the advertiser in this instance, had taken over the interests of four bottling concerns, among the number the company putting out Hydrox Water.

The advertising on Hydrox Water emphasized the health value of pure drinking water. The copy was live and got results. On one occasion, after a storm on Lake Michigan, the company took large newspaper space to warn the public from drinking the faucet water. The city's commissioner of health was quoted to show the impurities in the water were not imaginary, and that no amount of boiling would take them out.

As a result of that one little effort an increased demand for Hydrox Water was registered immediately. Further than that, every other spring water company in the city obtained more business without individual effort. This is just an incident showing the possibilities in developing the market for bottled water.

Here's a New Breakfast Food

The Sims Cereal Company, Minneapolis, Minn., is conducting an advertising campaign on Sims Breakfast Food, a new product made of Northern wheat and roasted barley malt. It is packed in paraffine-covered, air-tight, water-proof cartons. Each advertisement is illustrated with a striking drawing of the grocer who sells Sims and a number of new recipes are given; such as "Sims Indian Pudding, Sims Nut Bread, Sims with Raisins or other fruits."

A. B. C. Growth in Canada

Among the new members of the Audit Bureau of Circulations are the Toronto *Telegram*, London *Advertiser*, Edmonton *Bulletin*, Montreal *News* and the J. J. Gibbons Company, all of Canada.

How Pyrene Broke into Dividend Column

(*Continued from page 12*)

fore this we had all been occupied with other and more pressing problems. Now, when I came to elaborate on the dealer work, I discovered we had no dealer list. They could not be circularized. Furthermore, there was nothing to show us where we were weak and where strong, except in the most general way.

"My first move was to make an analysis of the Pyrene market. I made a country-wide investigation. The upshot was to start an advertising drive in a new direction that had the immediate effect—reckoning in, of course, the preliminary effort incidental to it and the dealer-work which was a part of it—of helping the sales effort all along the line. It made August the biggest month to that date and then put September, before that the worst month of the year, on top of it. The hoodoo is broken, and sales are still piling up in an unprecedented way. Increases of 200 and 300 per cent in territory returns are almost the normal thing by this time!

BIGGEST MARKET THE HOME

"The advertising had started in the electrical papers, then had gone into the motor boat, cleansing and dyeing, automobile and railroad papers and at last into the farm papers and general magazines. My trade investigation last summer had shown that Pyrene was deeply entrenched in the automobile field, had the motor boat business pretty well to itself, and was getting a strong foothold industrially and was making a strong place for itself in the home. And thus still further fortified in our opinion that the greatest potential market was the home, we concentrated our general advertising on it.

"We were satisfied from experience that a whole campaign of hammering away on 'Save your property!' while a perfectly logical one, would not precipitate action, would not make a man get up out of his chair, put on his hat and go out forthwith to buy a Pyrene fire extinguisher. He would probably merely translate the frantic warning into terms of insurance, and sit tight, if he carried a policy.

"A man's family is worth more to him than his house or furniture. His very heart is in his wife and child. That was the burden of the thousands of letters we had received. Men wrote them because their wives and children had been saved to them."

REAL FLESH-AND-BLOOD EXPERIENCES

The old magazine and farm paper copy had been of the argumentative, reason-why, but very general type. It approached the story type only occasionally. The new ads for the magazines played up the exciting experiences of real flesh-and-blood people, the evidence of which was on file in the Pyrene office.

'Mother says Pyrene saved my life," is one heading. It begins:

"I was in my beddie-by, dreaming about a white horse. I woke up and the room was awfully smoky.

"'Daddie, the house is on fire!' I cried.

"Daddie was asleep, but Mother heard me and woke up Daddie and they both ran into my room.

"Daddie took me in his arms and Mother got the Pyrene that hung in my bedroom."

The fire, as the ad goes on to tell, was out before the fire engines came.

This is a true story. The picture of the little boy who tells it was put into the ad and a pen drawing of the incipient fire.

Another ad is headed: "Pyrene Saved John's Bride." "Betty was alone making doughnuts for John." Her dress caught fire, but she grasped Pyrene and put it out "in a jiffy." Then, when he heard about it, "John rushed home. He gathered Betty, burned gown and all, to his heart. 'Bless Pyrene,' he said in a husky whisper, over and over."

This is also a true story. And there are more true stories of a

(*Continued on page* 100.)

THE AYER & SON ADVERTISEMENT
(*Concluded*)

before the "day-boo" of the Dakotas in the stellar rôle is possible and that is population. Nature has been lavish in her generosity by endowing the Dakotas with limitless resources that are fairly shrieking for development. The possibilities of this vast area are wonderful. Think of a territory of over 94,000,000 acres occupied by about 1,400,000 people. Perhaps you can get a better conception if we say that were the Dakotas apportioned among their population, there would be about seventy acres to each person, while in the City of New York there are fifty people to each acre.

"You need North Dakota, North Dakota needs you" is a slogan that could and should be taken seriously by thousands of people in the United States, and it refers to Brother South Dakota as well as Brother North. Some of those fifty-to-the-acre in New York City could profit by a better knowledge of this northwest country.

But how are they to know? Who is going to tell them how, with practically a handful of people, you produced 113,166,000 bushels of wheat, 109,265,000 bushels of oats, 92,000,000 bushels of corn, 47,825,000 bushels of barley, 12,258,000 bushels of potatoes, 9,455,000 bushels of flax, to say nothing of fruits, vegetables, dairy and poultry products, live stock, wool, hides, minerals and stone?

Where are your booster clubs, your chambers of commerce, your land owners—yes, your State governments themselves—that they are not spreading the wonderful story of the Dakotas to secure the much-needed population that will place the Dakotas in their proper niche in the Hall of Fame of the United States?

How are people to know that the richest 100 square miles on the globe is right in your midst? Why don't you take advantage of the 500,000,000,000 tons of lignite coal your land is underlaid with and promote your manufacturing possibilities?

Surely it would mean a lot to some people to know that the per capita wealth of North Dakota is larger than any other State in the Union, or that for the past twelve years South Dakota has ranked first in the production of new wealth per capita.

Why don't you advertise? There! it's out! You knew we were going to talk advertising, because that's our business. We didn't promise we wouldn't, but you should listen—and make advertising your business. That's the way to tell your story broadcast—tersely and economically.

Oh, sure, advertising for population has been done before, but we at Advertising Headquarters feel that the best has not yet been done. We think we have a few tricks up our sleeves, not quite so theatric as the phrase just used, but just as efficacious, and perhaps just as startling as the "Great Kellar's."

And there are your State schools with their prodigious endowments of land that represent invested school funds of $125,000,000 and $50,000,000.

Why not spread the story of the Dakotas through pupils coming from other States? Why not keep these same pupils when graduated to help swell that needed population? We are at present placing about 80 per cent. of the school advertising done in this country.

Our clients are numerous and extend from New Mexico to Maine. Their products are as diversified as the manufactures of this country. Our experience with so large and diversified a clientèle has pre-eminently equipped us to handle the advertising needs of the Dakotas today—and to-morrow.

N. W. AYER & SON
PHILADELPHIA
NEW YORK BOSTON CHICAGO

The
Northern
Farmer

North Dakota's Foremost Farm Paper

Guaranteed Paid Circulation Over 70,000

Application filed for membership to the

AUDIT BUREAU *of* CIRCULATIONS

The NORTHERN FARMER is a semi-monthly Live Stock and Agricultural Journal devoted to the interests of Farmers and Stockmen in

North Dakota
(Circulation 28,147)

AND

Northwestern States
(Circulation 45,526)

For copies of publication, advertising rates, circulation details or other information, address nearest office.

New York Office
S. M. GOLDBERG
225 Fifth Ave.

Chicago Office
RYAN & INMAN
332 So. Michigan Ave.

Minneapolis Office
R. R. RING
707 Globe Building

like nature coming, all taken out of the grateful letters on file at the Pyrene office.

The new farm-paper copy is of a similar character. "Pyrene saved my barn and all my horses," says one. "My barn caught fire in the night—I never knew how. The whinnying of the horses woke me up," etc. The illustration shows the vain attempt to take the frightened horses out, while the owner is shooting Pyrene on the flames.

Every farmer, every parent, will read copy like these examples. They are true, they are exciting, and told with simple feeling. Advertisements like these can hold their own with the best pages in the editorial section because they are pages out of life.

Another feature of the ads is worth noting—their borders of wavy black and white, which suggest fire.

This advertising is appearing this fall in fourteen national and eleven farm publications, 109 ads in all, which will reach a total circulation of 32,304,918. The farm papers alone reach over a million of that. It is being linked up with exhibits and demonstrations wherever the farmers gather.

PAINTED WALLS AND BULLETINS

Besides the magazine and farm paper space, the company now has a number of painted walls, bulletins and signs on main-traveled highways with special reference to the automobiling public.

Coincidentally with this began a campaign on the dealers, to get new dealers and stimulate old ones. It was shown that hundreds of thousands of Pyrenes were in use and that nevertheless the market was still almost untouched. It was pointed out that they were selling Pyrenes in competition with not a single nationally known, trade-marked extinguisher. Offer was made to those stocking a dozen Pyrenes to send a salesman to display, demonstrate and sell them for them; to send a moving mechanical sign for the window; send booklets, leaflets and folders, moving-picture slides,

cuts, electros, advertisements, window displays from time to time, a big outdoor banner and a metal sign to stand out from the store.

The home mechanical sign was devised for exhibition at the Panama-Pacific Exposition and received a great deal of attention there. Two or three hundred of them are being built and will be circulated among the dealers. Among the trade aids are the display fixture to hold the extinguisher, set of hand-lettered cards, "Safety-First" and automobile posters, and garage cards.

LETTERS FOR DEALERS' LISTS

The house also offered to furnish "processed" letters and addressed envelopes ready for stamping to dealers who send in their lists. The newspaper electros sent out on request provided the borders and headlines of the prepared ad. This gave only incidental mention to Pyrene and the body of the ad to the dealer's own stock.

The literature furnished the dealer for distribution consisted of attractive little folders and booklets for envelope stuffers, etc., dealing with the protection of motor cars, motor boats, moving picture theatres, cotton mills, factories, electric service and the home, describing the mechanism of the pump and giving reasons why Pyrene is superior to the old types of extinguishers. Special literature is addressed to the fire chiefs and to automobilists, and there is a book of facsimile testimonials. All of the literature is running above 2,000,000 pieces a year. Most of it goes through the dealers. They also get proofs of every advertisement published and use many of them in their windows.

Following this specialization of effort, the house started a second house-organ, called "The Pyrene Punch," which was of an entirely different character from the "Bulletin." The "Bulletin" is a small magazine aimed at educating the fire insurance companies, fire departments, school departments, factories and other consumer classes. The "Punch" is a business-getter

"We keep a careful record

of our inquiries and sales," writes a manufacturer in Buffalo, "and find that the AMERICAN EXPORTER produces a large number of direct sales; which we consider remarkable evidence of its value, since all sales made through the AMERICAN EXPORTER are in foreign countries and 90% of them have to be made by correspondence alone."

This manufacturer has been advertising thirteen years steadily in the AMERICAN EXPORTER. Why don't you, too, use its profitable service?

AMERICAN EXPORTER 17 Battery Place New York

Established 1877, and published in four editions

ENGLISH SPANISH PORTUGUESE FRENCH

Mushrooms

grow over night, and some printing establishments are of the same species, they soon become wilted and die.

Charles Francis Press

came into being in April, 1894, and by the assistance of its customers and its employees has steadily climbed the twenty-one steps to the top of the ladder in the giving of *Service, Quality* and *Real Character Printing*, such as large and small catalogs, magazines, publications and all kinds of Commercial Printing. All the facilities you could ask for in Printing and Binding. See our booklet, a "Feather in Our Cap." A postal will bring it.

Our Motto: *Every customer a solicitor for us*

OVER TWENTY YEARS AT

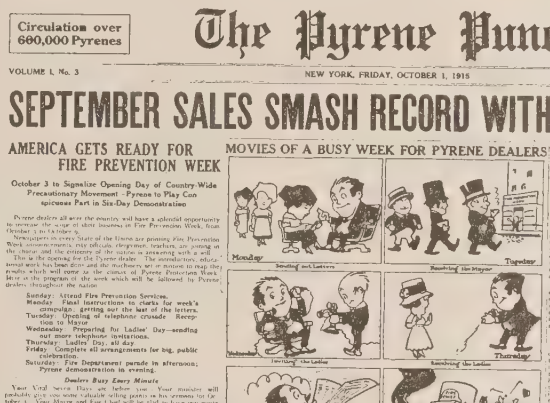
30-32 West Thirteenth Street

Telephone 4090 Chelsea **New York City**

issued in newspaper size and get-up, but printed on only one side of a single sheet.

"Its purpose," says Mr. Allen, "is to jolt the dealers and salesmen with good selling upper-cuts."

Each issue carries a sales cartoon done by Howell, and the doings of the big Pyrene family are recited in a newsy and breezy way under big headlines. It is the most inexpensive kind of a house-organ thinkable from a paper-and-ink point of view, but it bears the earmarks of a lot of hard reportorial and educational work in the large number of news and sales items interspersed with ginger-talk, picturesque and imaginative skits and personal allusions, all brightly written and captioned.



Circulation over 600,000 Pyrenes

The Pyrene Punch

THE WEATHER Pyrene Showers all over U. S.

VOLUME 1, No. 3 — NEW YORK, FRIDAY, OCTOBER 1, 1915 — PRICELESS

SEPTEMBER SALES SMASH RECORD WITH 100% INCREASE

AMERICA GETS READY FOR FIRE PREVENTION WEEK

October 3 to Signalize Opening Day of Country-Wide Precautionary Movement—Pyrene to Play Conspicuous Part in Six-Day Demonstration

MOVIES OF A BUSY WEEK FOR PYRENE DEALERS

BIG 300,000 CONTEST SWINGS INTO ITS SECOND MONTH

Sales Showing for September Considered Remarkable—Allen Encourages District Branch Managers—Cheering Responses from the Front

FARM INSURERS APPLAUD PYRENE

Hailed as Prime Favorite by Underwriters in Western Rural Districts

MAKES ITS GREATEST APPEAL TO HOMES

PYRENE ENDORSED BY FIRE CHIEFS

Recent Convention of the Association at Cincinnati Urges Fire Prevention

By T. F. Flanagan

PYRENE REINFORCES ALLIED ARMIES

60,000 Extinguishers Save Lives of Soldiers and Many Supplies

Watch for the November *Punch*

The standing for the month of September of the various branch offices to the November issue of *The Pyrene Punch*. Preliminary returns coming in from all parts of the country indicate that most branches are running far ahead of quota and a new sales record for the month is confidently predicted.

BIG PYRENE WAVE SWEEPS FARMERS

Strong Advertising Campaign Boosts Extinguisher in Rural Districts

SELLING A GAME

"I want my men to look on selling and advertising as a game," says Mr. Allen. "Whatever the critics say, it is a game—if we make it so, the bulliest game in the world. Nobody can do his best when his heart is not in a thing, and it takes a game full of serious fun, good-humored rivalry and kaleidoscopic changes, but the certainty of appropriate rewards at the end, to put heart into us."

The "Punch" was really started to inaugurate a new game, the big "$300,000 quota contest" and keep it on the high speed. That is the number set as the year's sales mark, dating from September 1. It almost equals the amount sold in the last two years. Each branch has been allotted a quota, based on the worth of the territory from a market standpoint, the number of dealers and other factors. Each salesman, too, has a little quota of his own. The stakes are a big silver loving-cup and $1,000 in cash prizes, as well as individual medals for the star salesmen.

The alertness of the Pyrene organization is admirably exemplified by the way in which it took advantage of Fire Prevention Day, October 9, so named and signalized by the Safety First Federation of America. The September number of "The Punch" had already been distributed when this was announced, but by the time the October 1 issue came out, it carried a reminder of the plan already made and announced to salesmen and dealers to have a whole Fire Prevention Week of its own, from October 3 to 9.

"In fact," said Mr. Allen, "we

THE HOUSE-ORGAN IS GIVEN A LIVELY JOURNALISTIC FLAVOR

bombarded every dealer with enough Fire Prevention ammunition to sink an ordinary navy. We arranged matters so that every mayor, every fire chief, every minister, and almost every other kind of notable in every city and hamlet where there is a Pyrene dealer received a Fire Prevention letter.

"The mayors were asked to set aside one day officially as Fire Prevention Day. That was Saturday, October 9. So far we were acting in accordance with the Safety First Federation. Clergymen were asked to preach a sermon on fire prevention, and the fire chiefs were asked to hold a public demonstration of how to put a fire out quickly. One day of the week was set aside for the meeting of a Fire Prevention Committee, another for Ladies' Day, etc.

"Our dealers were supplied with all the necessary letters and were given full instructions as to how to take the initiative in the matter and start a movement that would not only lead to heavy Pyrene sales, but would be of inestimable benefit to the community and would be supported by every public-spirited citizen. They were also urged to keep a Pyrene display in their window for the whole week, and especially to show the special Fire Prevention poster in red and black.

Not the least interesting part of the Pyrene campaign is its war sales in Europe. It had previously been doing a good business in England and on the Continent, but sales have been leaping during the past year of warfare.

"More than 68,000 Pyrenes and thousands of gallons of Pyrene liquid," says Mr. James, "have been sold for use on aeroplanes, automobiles and motor trucks, including those of England, France, Italy and Russia. You know many of our fire departments in this country carry them on their trucks and motor-cycles. The English War Office issued an order at the outbreak of the war that every commercial vehicle taken over by the department, as well as every vehicle already in use, must be equipped with Pyrene extinguishers.

"Every British warship, including submarines, is equipped with Pyrenes. And so is every warship in the Dutch navy—there are *two of them,* I believe. The interest of the government probably is due to a fire which broke out in a troop transport having been quickly extinguished by the use of Pyrene. I don't know of Pyrene's being used in the trenches. The automobiles in the war zone all carry it.

"Recently in Havre, a fire started in a shed where 50,000 barrels of gasoline were stored. Two barrels containing 50 gallons each became ignited, and it looked for a time as if the whole neighborhood would go. But the fire was extinguished with 48 Pyrenes. On a great many occasions, Pyrene has saved soldiers from being burned to death. We are told that it is brought into active use by the British Army at least 50 times a day."

Two other real competitors have now entered the field, but it is clear from the character of Pyrene's sales work, from the extent and intelligence of its advertising, and from the merit of its article, that it can defy even the severest competition for years to come. The immediate results of such a campaign on the part of all three would most likely be to dispose of the older and more expensive extinguishers in the industrial fields and develop more quickly the immense possibilities of the home field.

One or two to the average apartment, house, barn, stable, garage, with cases or brackets to hold them and additional reorders of liquids are the requirements of the new market, as the Pyrene Company sees it.

Canned Beef Stew Advertised

The R. C. Williamson Company, New York, is advertising Royal Scarlet Beef Stew, which sells at retail for ten cents. The copy reads: "A Nourishing Meal—For a real bang-up tasty meal there is nothing can equal the delightful flavor of Royal Scarlet Beef Stew. There is a complete meal in each can. Add half amount of water to the can and heat five minutes. All ready to serve."

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

High-grade Printing and Ad Composition
A. COLISH, 106 7th Avenue, New York

PRINTING THAT SELLS GOODS

We print booklets and catalogues for particular advertisers because we know

PRINTING, COPY, ENGRAVING ART

Send for samples and specifications

READ PRINTING COMPANY
HIRAM SHERWOOD, *President*
106 SEVENTH AVENUE, NEW YORK

Color Plate Engraving and Color Printing

We operate the largest establishment east of Chicago and most modern and complete in the country. **Large edition color printing** is now successfully executed at **much reduced prices**, placing high-grade color illustrations within the reach of all. Direct by Mail advertising rendered more efficient by using our service.

Estimates Cheerfully Furnished

ZEESE-WILKINSON COMPANY
424 - 438 West 33rd Street, New York

Specify

"CROWELL BINDING"

when you order books or catalogs. You will then get your money's worth. All styles of cloth, leather and paper in quantities.

THOMAS Y. CROWELL CO.
426-428 West Broadway, New York

DIRECT ADVERTISING

After receiving our book, "Tapping The Dealer On The Shoulder," one New York Sales Manager wrote and requested that we send three more copies. He explained that he wanted to place them in the hands of his District Managers. This is the only argument we offer, today, in favor of the book. Is it enough to make you send for a copy?

Sent free to manufacturers or their executives

THE MOORE PRESS, Inc.
30-38 Ferry Street New York, N. Y.

"WE realize that your shop is one of the best—if not *the best*—of its kind in the city. I appreciate it, as that part of our work is in my care. If your service is the same to all your clients as it is to us, and they are not more than satisfied, then the Saints up above couldn't set their ads. Sincerely yours." (*Name on request.*)

The biggest Advertising Agencies in New York have their ads set by us

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

Booklets & Catalogs

MANY of America's prominent advertisers and advertising agencies like the George Batten Company, J. Walter Thompson Company, Frank Seaman, Inc., Federal Agency and others, requiring high-class booklet and catalog work use the—

CHARLES FRANCIS PRESS

Printers of "PRINTERS' INK"

30 West 13th St., New York

WE think it is just as much an art to put ink on paper as to put paint on canvas.

THE KALKHOFF CO.
216 W. 18th Street, New York

Write for These Two Booklets ---

"The Advantages of Color in Booklet and Catalog Advertising and Ticonderoga Special Magazine Paper."

"Line Cuts and Type Printed on Ticonderoga Eggshell Book."

You need them in your business

TICONDEROGA PULP & PAPER COMPANY

Members of the Paper Makers' Advertising Club

200 Fifth Ave., New York City

S. Roland Hall's Definition of Advertising

S. Roland Hall, manager of the Alpha Portland Cement Company, of Easton, Pa,, was the guest at the weekly luncheon of the Poor Richard Club, of Philadelphia, last week. The best definition of advertising, according to Mr. Hall, is "interpretation." "The public," he said, "has so many sensational facts flashed before the eye that a man must depart from the cut-and-dried card announcement if he wants to win attention. Unless he adopts novel methods and puts his arguments forth forcefully he will receive only a minimum of return. Make the copy newsy—tell the readers something they really want to know. That's advertising in its very best meaning and in its fullest force. Make the people read your stuff by arousing their interest.

"A mistake that many advertisers commit," said Mr. Hall, "is the effort to sell their commodities through advertising alone. They forget that they have sales forces especially trained for such tasks. The advertisements set forth in minute detail full descriptions of every article in the man's store, to do which requires the use of tiny type in small places. That doesn't pay. Just give the reader a reminder, just draw his attention to the article. If he wants it he will go to your store. Then it's up to the salesperson."

To the Man Without an Enemy

You have no enemies? Then you have never dared to stand up for the right against wrong, you have never protected the weak against a bully, you have never dared to defend your own rights against oppression.

Had you done any of these things you would have made enemies. Even if you had done none of these things, but simply achieved a little more success in your business than did your neighbor, you would have an enemy, for failure always hates success.

The man who has no enemies should be ashamed of it. As Thomson once said: "Base envy withers at another's joy, and hates the excellence it cannot reach." Remember this, all you who are at peace with the world.—Rochester *Bumble-Bee.*

F. W. Ayer Heads N. J. Baptists' Convention

For the twentieth time F. Wayland Ayer, of N. W. Ayer & Son, was last week re-elected president of the New Jersey Baptist Convention at Newark, N. J. The action was unanimous.

Denver Club Membership Open to Women

The Denver Advertising Club has voted in favor of accepting as members women who are interested in advertising as a vocation.

Retailers Working for Stevens Bill

Conference of Independents in New York City Endorses Measure After Hearing Speeches in Favor of It—State Senator Explains New York's New Law Based on PRINTER'S INK Statute

A CONFERENCE of Independent Retailers of the Metropolitan District, held at the Hotel Astor, New York, October 27, adopted resolutions upholding the Stevens Bill and protesting against unfair methods in fighting it, after hearing addresses on the subject from Dr. Lee Galloway, associate professor of commerce and industry at the New York University School of Commerce, Accounts and Finance, and Charles Dushkind, counsel for the Tobacco Merchants of America.

Previous to the consideration of the situation of the Stevens Bill, Senator Ogden L. Mills, of the 16th New York District, outlined the new policy of the State with regard to punishing false and fraudulent advertising. Under the old law, he pointed out, only false statements made in daily or other publications could be reached and only then with difficulty.

Under the new law, which is in effect the PRINTERS' INK Model Statute, amended by the addition of the word "knowingly," fraudulent advertising of any kind, including billboards, posters and window displays could be penalized by a fine of from $25 to $1,000, or imprisonment of not more than a year, or both. Thirteen States, he said, had passed the Model Statute, and 18 other States in a modified form. It represents, he said, the modern idea of protecting the consumer and the merchant and replaces the old principle of *caveat emptor*. The one great need in advertising was sincerity. It was the task of trade associations such as this to bring it about.

Dr. Galloway strongly defended the Stevens Bill legalizing price-maintenance. He denied that it was contrary to public policy and

Economical Advertising

¶ Advertising is like every other commodity. The *best* is always the cheapest in the end.

¶ Unless you are quite sure that your advertising is *the best*, we would appreciate an opportunity of showing you to what extent we could improve it.

¶ An interview entails no obligation on your part.

JAMES ZOBIAN COMPANY

General Advertising

225 Fifth Avenue New York City

Dealer's helps

furnished for distribution to the trade on the Pacific Slope are usually subject to heavy waste.

With the acquaintance of the dealers in most lines of trade (the size, location and condition of stores, window or other display space) and a staff of competent workers, we eliminate this waste of material.

Of course this is only one feature of

"EBERHARD SERVICE"

The Geo. F. Eberhard Company

SAN FRANCISCO

LOS ANGELES SEATTLE

THE

NATIONAL ALFALFA JOURNAL

Sioux Falls, So. Dakota
Monthly

Subscribed for by over

56,000

Landowners in the great

NORTHWEST

Two buyers on each farm. We appeal to both—the farm owner and his wife.

Rates and information from nearest office.

NEW YORK—S. M. Goldberg, 225 Fifth Ave.

CHICAGO . —Jno. D. Ross, 608 Otis Bldg.

MINNEAPOLIS—R. R. Ring, 707 Globe Bldg.

said that it would protect the manufacturers in the rights which have been taken away by recent court decisions.

"Present merchandising," he said "has advanced far over the practices of former days. The watchword of manufacturing years ago was cheapness and salability. The producer was driven to price-cutting in order to survive. He felt the tendency to put his goods out at the market price. The situation has now changed. The reputable merchant puts his goods out slightly above the market price, for quality, service and an honest profit are to be considered. It represents better merchandising.

"Among the developments of the new period have been cleaner advertising, better goods and an increased confidence from the buying public. The chief complaint arising from the merchant under the new system of trade-marked, standard-priced goods is against the smallness of the profit he makes. This is compensated in part by the large turnover arising from wide advertising.

"One of the effects of the Stevens Bill would be to eliminate the greatest weapon of monopoly, price-cutting. The retailer is serving his own interests when he supports the measure. When the bill is looked upon from the view of public property it resolves itself into a guarantee that the manufacturer may retain his property in a trade-marked name."

Mr. Dushkind, in his remarks said:

"The Stevens Bill would enable the retailer to make a profit on standard goods and permit him to do his competitive price-cutting on ordinary merchandise; at present the retailer loses on the standard articles and attempts to make a profit out of ordinary merchandise."

Samuel D. Emery, ex-president of the National Association of Retail Druggists, said that it was in the fight to preserve the independence of the retail dealer.

Dr. W. C. Anderson, dean of the Brooklyn College of Pharmacy, who presided, urged mem-

bers of the conference to press the issue with their congressmen, saying:

"That the retail merchant never had a better opportunity to press his claims to a successful end is shown by the recognition that is given to the harmfulness of unfair and ruinous competition by the activities and serious consideration into which our Government officials have entered with reference to the protection to be given American industries at the close of the present war, in order that boycott and underselling by foreign manufacturers may not deprive our American industries and the thousands of citizens depending upon them of the opportunity to exist."

Federal Bureau Issues Polyglot Poster

The Federal Bureau of Education has just issued a lithographic poster entitled "America First," urging immigrants to fit themselves for citizenship. This is one of the very few advertisements ever published by the Government and probably the only pictorial appeal ever issued outside of those advertising army and navy recruiting and the parcel post. "Learn English; attend night school, become a citizen," it says. "It means a better opportunity and a better home in America. It means a better job. It means a better chance for your children. It means a better America. Ask the nearest public school about classes. If there is none in your town, write to the United States Bureau of Education."

The words are printed in Italian, Polish, Yiddish, Lithuanian, Bohemian and Hungarian. It has been ascertained by the bureau that there are in this country 3,000,000 foreign-born folk 10 years of age and over who are unable to read or speak English, and that more than one-half of them are unable to read or write any language.

Lytle Succeeds Graham on "Road-Maker"

R. M. Graham, advertising manager of the *Road-Maker,* Moline, Ill., has been appointed Western manager of the *Inland Storekeeper,* with headquarters in Chicago. He is succeeded on the *Road-Maker* by J. Horace Lytle, who has been advertising manager of *Better Roads and Streets* of Dayton, Ohio.

C. J. P. Lucas, advertising representative of the Chilton Company's automobile trade directory, has been transferred from the Michigan and Ohio field to the Chicago office.

Over 40,000—and well over—pay $4.00 or more a year for this magazine

An advertising agent said that if we could show among our subscribers the name of one of the directors of a certain $30,000,000 corporation in New York, we would be put on a very important list of his. The corporation has eight directors. The report follows:

Mr. E—— M——'s subscription expires with the December 1915 number
Mr. A—— G. M—— " " " " April 1916 number
Mr. S. F—— T—— " " " " December 1915 number
Mr. F—— D. S—— " " " " December 1915 number

Four out of eight of these directors is not a bad showing.
Edition for December 48,000.

THE ATLANTIC MONTHLY

N. J. PEABODY
Western Manager
110 South Dearborn St., Chicago, Ill.

C. R. TOY
Advertising Manager
17 Madison Ave., New York

The Human Race Continues to be Fallible

A RECENT story for PRINTERS' INK was completely rewritten four times—and this after all the facts were supposedly gathered.

The editor caused the first revision. His experience told him that the principal conclusion was wrong.

A department store buyer made a second rewriting necessary by quoting figures which no one else had supplied.

An advertising agent read the proof and cited three instances to the contrary.

A trade paper editor looked into his files, made some transcripts—and the fourth revision had to be made.

PRINTERS' INK goes to the most reliable known sources for its facts. When experience and memory fail, it seeks prior experience and longer memories. Sometimes it makes mistakes. The human race continues to be fallible.

But PRINTERS' INK readers have the satisfaction of knowing that the men who write for them are as conscious of their responsibility as the man who reads proof on a newspaper's stock quotations. They know they are dealing in facts which mean money—made or lost—to their readers.

PRINTERS' INK.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $60; half page, $30; quarter page, $15; one inch, $4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 4, 1915

Changing the "Buying Habit"

It used to be thought that a seasonable demand for a product was as inflexible as the laws of the Medes and Persians: if the public had shown a tendency to buy in May and June, and not to buy in July and August—why that settled the matter. "Nobody buys any oatmeal in the summer time," said the cereal manufacturer, and the druggist used to festoon his soda-fountain with mosquito netting and fill the counter with a display of patent medicines along about the first of November in each year. The season was over, and there the matter rested. What was the use of trying to sell something which nobody wanted to buy?

Of late years, however, it has been repeatedly demonstrated that a seasonable demand, though not to be sneezed at, is yet not quite adamant. The manufacturer of seasonable goods, confronted with a period of low production and correspondingly high overhead, has looked about for some means of equalizing the pressure, and has found it in advertising. Buying habits are strong, as any other habit of long standing is likely to be, yet it has been repeatedly found possible to modify them to the lasting benefit of all concerned. In many lines of business the "dull season" has lost most of its terrors. It is still "dull," comparatively speaking, but it is far from being the desert waste it used to seem.

The latest attempt is that of the building-supply people to increase the number of buildings erected in the winter time, and avoid the concentration of the great bulk of their business in the summer months. The Detroit Steel Products Company is taking the lead in a serious attempt to impress upon the public the advantages of building construction in the winter. Beginning with November 1, the company's national advertising is to be devoted to persuading builders to release contracts at once, instead of waiting for warm weather.

As a means of judging in advance the probable success of the campaign, the company secured opinions from some 6,000 architects in all sections of the country. The replies range all the way from the laconic "Hell, no!" of a New York architect, to one who stated: "We make it a habit to build in the winter time, because the last building we erected was built at approximately ten per cent reduction in the cost of materials and labor." It is stated that almost exactly half of the architects consulted expressed themselves favorably toward the proposal, which was quite enough to encourage the company in taking the step. The company says that letters from other building-supply houses indicate that many of them are ready to co-operate in the movement.

It may look like a large contract, to undertake to change the habits of many years in so important a matter. But the building-supply people are going about it in the right way, by reaching through advertising the man whose opinion really counts.

The Side-line as a "Demonstrator"

Most advertising men are familiar with the concern which agrees that advertising has helped the other fellow—"but it wouldn't do for *us.*" There is no need to describe the species, for he has been in evidence since the very earliest beginnings of advertising. Sometimes, by dint of persistent argument, it is possible to get under his hide and persuade him that his faith in his product is at least equal to that of his competitor. But after all there is no argument equal to the ocular demonstration of what advertising is able to do *for him,* in his own circumstances which he declares are so peculiar. Many a man whose business is "different" has been induced to apply advertising to the marketing of some small and inconspicuous side-line, thereby paving the way to his own conviction of its value in the marketing of his main product.

Some advertising agencies, indeed, make a more or less regular practice of resorting to this form of strategy. And it pays in the long run, for it is cheaper to be carrying a small account, even at no immediate profit, than to be spending all the energy of the solicitor in assaults upon the main campaign. The side-line which is well advertised may serve as the most eloquent solicitor which might be employed, and it frequently turns out that the advertised side-line becomes important enough to occupy the main track on its own account.

We happen to have a record of the progress of such a side-line, which began to be advertised three years ago. At that time it was so insignificant as hardly to be worth mentioning. In the words of the advertising agent who developed the account: "If it enjoyed a day's sales of 25 fixtures the company thought it was doing something wonderful."

"When it reached a day's sales of a hundred fixtures," the agent continues, "the company imagined there was something wrong with the business. They could not account for the demand when the industry was at a low ebb, and imagined that there was something false about the influence. They expressed skepticism as to the value of advertising as a promoter of stable demand. But when sales jumped to a 400-fixture day, they were about ready to believe anything. Last Monday a week ago, the concern sold 900 fixtures, ranging in price from $7 to $50 apiece."

There is little danger that the concern which has actually seen a product of its own expand to such an extent under the influence of advertising, will doubt the efficacy of advertising in other departments of its business. There really is nothing quite equal to trying a thing at first hand, and the side-line often affords the chance for the advertising man to demonstrate the real merits of his goods.

Recognition of Good Will Value

A rather striking recognition of the value of the good will which belongs to a manufacturer's trade-mark is to be found in a recent ruling of the Attorney-General of Wisconsin, regarding the removal of trade-marks from goods damaged by fire before they are sold for salvage by the insurance company. The question arose over the legality of an added clause in the standard form of policy permitting the insured to remove the tags and trade-marks from manufactured tobacco before turning it over to the insurance company. The case is stated as follows:

"The American Tobacco Company insures tobacco—plug and smoking—that bears labels or tags which insure to the consumer the quality of the tobacco. These trade-marks acquire value to the manufacturer of course, but they serve the further purpose of insuring identity of quality to the consumer. If a lot of 'Bull Durham' tobacco, for instance, suffers a smoke damage or water damage on the occasion of a fire, it still is of some value, and the insurance companies exercise the right which they have under their policy to

pay us the whole value of the property damaged, and then recoup themselves by disposing of the damaged tobacco. In such a case it is manifestly unjust to the company, and unjust to the consumer, that this damaged tobacco should be sold as 'Bull Durham' tobacco. It, of course, has not the quality that 'Bull Durham' ordinarily has, and is liable, therefore, to do great injury to the trade-mark. It was to avoid this condition, and only this, that the clause was intended. Unless this condition were avoided, an insurance policy might be a liability to tobacco manufacturers rather than an asset.

"I cannot conceive, under the circumstances that I have just stated, that the clause in question provides for 'a loss subsequent to the fire.' It is intended to require the insurance company, in disposing of damaged goods, to so dispose of them as not to injure the trade-mark belonging to the insured, or to deceive the consumer."

The insurance companies objected, on the ground that the removal of the trade-marks would depreciate the value of the goods, and in some cases, such as manufactured cigarettes, the depreciation would be serious. The Attorney-General, however, declared that the clause was proper.

"It is, of course, obvious" he said, "that if tobacco which has been damaged by heat, smoke or water is taken over by the insurance company and sold bearing a known trade-mark or name, the insured and the public will be injured thereby and it seems to me to be entirely consistent with the provisions of the standard policy to provide against such loss by the insured. The clause in question would permit the insured to remove his trade-marks, etc., before the insurer takes over the damaged tobacco. The loss caused by so doing is quite clearly, to my mind, a 'direct loss or damage by fire,' and the clause in question is, I am convinced, permitted."

Apparently it was not so difficult to convince the Attorney-General of Wisconsin that the good will which belongs to a trade-mark is the property of the manufacturer, and that he is not necessarily obliged to share it with anybody who happens to get possession of the goods. To permit the sale of damaged goods under the trade-mark injures the manufacturer's good will, and deceives the purchaser. It ought to be possible to convince someone in authority that the same thing happens when trade-marked goods are sold at unauthorized cut prices. It injures the good will of the manufacturer, and deceives the purchaser. The cases are not strictly parallel, of course, but the same basic principle underlies both. Possession of the goods does not carry with it the right to use the manufacturer's trade-mark in such a way as to damage his good will.

A Real Loss to Advertising

The death of George H. Richardson, treasurer of the Bickmore Gall Cure Company, Oldtown, Maine, is announced. Though he disliked and consistently avoided any suggestion of personal publicity, Mr. Richardson was one of the most enthusiastic workers in the movement against fraudulent advertising, and a mass of correspondence in the files of PRINTERS' INK bears witness to his efforts to make all advertising more credible. As a member of the Maine Senate, in 1913, he was chiefly instrumental in securing the passage of the PRINTERS' INK Model Statute, which was vetoed by Governor Haines. It was his influence which counted very largely in securing the endorsement of the Model Statute at the recent annual meeting of the Proprietary Association of America—the organization of patent medicine manufacturers.

Mr. Richardson's death is a real loss to the cause of honest advertising, for he was of that type of zealous worker who cares not who gets the credit so long as the attainment of the main object is brought a little nearer.

LIFE'S Christmas Annual

Black forms close November 11th.

Out promptly December 1st from coast to coast.

In spite of its price, 25c., the Christmas Annual sells heavier than any number of LIFE each year.

A number having unusual advertising value as it is retained indefinitely.

No extra cost for advertising in LIFE'S Christmas Annual.

No proofs for O. K. on copy received November 11th.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

Jobbers Help Grocers Meet Mail-order Competition

In order to meet the competition of the mail-order houses, grocers of Mandan, N. D., have announced that in the future they will fill any order for goods required by farmers at the mail-order catalogue prices, the only consideration being that the customer must pay cash for the supplies.

It is understood that wholesale grocers of that section are standing behind the retailers in their fight to keep the money at home. In case a grocer is unable to fill any order at the prices quoted in the catalogue, the jobber will see that it is filled, allowing the dealer a reasonable profit. This plan is in line with the new idea of jobbers co-operating with their customers in combating the mail-order houses.—*Interstate Grocer.*

This Sounds Good

"Kernel Pop" is the name of a new advertising character introduced through a series of newspaper advertisements by the Sam Nelson, Jr., Company, Grinnell, Iowa. This new advertising figure will talk about Nelson's Corn for popping, which is packed in a pound carton selling for ten cents through grocers and confectioners.

The opening announcement reads: "'Kernel Pop' salutes you. His army of Nelson poppers is at your service. Every man a shooter—every shot a big, fluffy, white kernel. Just give 'em a chance to warm into action; they're eager to pop! The pick of Iowa's best, waiting to cheer you Fall and Winter evenings. When a heaping bowl of this delicious, crisp fluffy, white Nelson's pop corn, with melted butter and salt, is just the best ever."

A New Shoe Advertised to the Consumer

The Manss-Kiley Company, Cincinnati, shoe manufacturer, has started a consumer advertising campaign, featuring its new Miracle shoe for men. The campaign was begun with newspaper advertising in Cincinnati, listing dealers carrying the shoe, and newspapers in other cities will also be used. Magazines will be taken up later, it is announced.

Free Candy of Druggists

The F. H. Roberts Company, Boston, is introducing Apollo Chocolates in Chicago by offering a trial package, average weight 3¼ ounces for ten cents. The introductory offer is made through a special display in the druggist's window.

New Orleans Company Advertises Syrup

"The South's Syrup Leaders" is the headline that announces the introduction of New South Pure Cane Syrup and Everybody's Fancy Syrup, products of the New Orleans Coffee Company.

All Cincinnati Welcomes Shoppers

The business men of Cincinnati, Ohio, have adopted a "Cincinnati Day" for out-of-town shoppers. The retail merchants make special offers for that day and half-page publicity advertisements are used to tell people of the many interesting things they can see. The slogan of the campaign is "Ask The Girl At The Depot About Anything You Want To Know, She Is There To Answer Your Questions."

The out-of-town people are invited to visit the factories where shoes, glass, clothing, automobiles, bread, pottery, cigars, etc., are made. They are asked to come and see how students work in the art academy, how a street car is made, how Cincinnati looks after its drinking water, how the telephone exchange is operated, how color printing is done, how the university is conducted, how pies are baked by the thousands, how they feed wild animals at the Zoo, and hundreds of other things which are of interest to people who visit a large city.

Old-fashioned Molasses Is Advertised

"Buy New Orleans Molasses in Sealed Tins" is the message sent out by Penick & Ford, Ltd., New Orleans, in advertising Br'er Rabbit Pure New Orleans Molasses. Such appetizing phrases as these are used: "If you would once again taste those old-time crisp ginger cookies, toothsome ginger breads, and tempting brown cakes made from the genuine old-fashioned molasses by Br'er Rabbit—save the coupons on the labels and send for premium catalogue. Let us send our book of fine recipes 'The Ginger Bread House.' It tells how to make delicious cakes and candies."

New Tooth Paste Advertised

The Sentanel Remedies Company, Inc., Cincinnati, Ohio, is using a list of newspapers to introduce "Senreco," a new tooth paste. It is claimed to stop bleeding gum, correct acid mouth and prevent pyorrhea. It is sold through the druggist for 25 cents.

Over-Sunday Toilet Special Offer

Peg o' My Heart Toilet Water, Cold Cream and Face Powder are being introduced by an introductory offer of all three preparations packed in a week-end box for 25 cents. They are miniatures of original packages, containing about a quarter the quantity.

Makes Cream Whip Easily

The Cream-Whip Company, Cleveland, Ohio, is advertising a new tasteless and harmless product that makes ordinary table-cream whip more easily and quickly. Cream-Whip is being sold through the grocers.

Another 10-Cent Talking Machine Record, Perhaps

A combination of popular sheet-music publishers is being formed, it is reported, for the purpose of marketing a new phonograph record which it is intended to sell for ten cents. One such record is already on the market, being sold principally through the five-and-ten-cent stores. The proposed company would be a selling organization, one of the leading talking-machine record manufacturers having agreed to supply the goods under certain conditions. Among these are that no order for less than 20,000 records will be handled, and that they will be sold to the company for six cents. The chief question to be decided is whether a 4-cent margin for the sales company and dealers will prove sufficient.

Ramsay Returns to Art Metal Construction Company

Robert E. Ramsay, assistant advertising manager of the Safe-Cabinet Company, Marietta, Ohio, has been appointed advertising manager of the Art Metal Construction Company, Jamestown, N. Y., from which concern E. St. Elmo Lewis recently resigned as vice-president. He was formerly associated with this company as assistant advertising manager.

The Illinois Staats-Zeitung

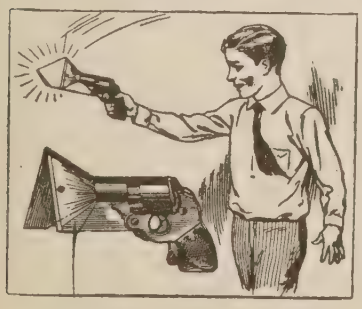
Chicago's Only German Language Newspaper Printed Every Morning in the Year.

No Other Advertising Medium Reaches so Completely The German Reading Public of Illinois and Nine Neighboring States containing Over 4,300,000 German Americans.

Chicago with its 563,000 Germans; 60,000 Austrians and other German Language People, has over 700,000 German Reading Population, which is more than the Native Born Americans and more than the combined numerical strength of any other four Nationalities.

30 per cent of the Funds in Chicago's Savings Banks and 50 per cent of Chicago's Real Estate is owned by the German Reading Population.

ILLINOIS PUBLISHING COMPANY
Publishers
Staats-Zeitung Building **Chicago, Ill.**



TRY OUR BING-BANG GUN

For Big Selling Power to Mothers and Fathers

Of Sensational Interest to Children

Great sale inducer for all **Household Products,** Boys' Clothing and Supplies, etc., also for Toy Openings, Boys' Departments, etc.

MANUFACTURERS, ask us about two new advertising novelties for children, suitable for wide distribution.

SPOTSWOOD SPECIALTY CO., Lexington, Ky.

The Little Schoolmaster's Classroom

THIS is the story of how a Chicago man made a new connection. There may be something in it that will encourage advertising and sales managers who have found 1915 a year they will not soon forget.

The man I refer to, T——— I'll call him, was until ten months ago in charge of one of the departments of a very large concern. He drew a big salary. One day he had a difference of opinion with the general manager and was asked to resign. He declined. Said he was quite willing to be fired, but resign—never! So he was fired. It was a jolt, but T——— tried to console himself with the thought that there were just as good fish in the sea as had ever been caught.

He went home, turned things over in his mind for a day or two, came downtown, made a few calls on people he knew and learned that a certain manufacturing establishment, far and away the biggest of its kind in the United States, was in a rut, that it needed a man who could reorganize it, not only as far as selling was concerned, but manufacturing as well.

* * *

Next morning T——— called at the office of the president of the company, sent in his card, cooled his heels in the anteroom for an hour or so and was finally ushered into the "Presence."

Without preliminaries, T——— told the president that he, the president, needed a man who could relieve him of some of his burdens. Then he went in and tried to make it quite clear that he, T———, was the man who could do the job. Twenty minutes of this sort of thing, and T——— was politely bowed out. Nothing doing!

Was T——— downhearted? Not a bit of it. He got together more facts, more figures, more arguments. Back he went. The president again kept him waiting and again told him, at the end of a brief talk, that "there is no use going into this matter any further, Mr. T———. We can't use you."

T——— knew they could. That was the saving quality in the situation. *He knew they could.* So by letters and telephone messages, he reinforced his arguments.

Finally, in sheer weariness, the president turned T——— over to the vice-president. To this day T——— does not know why. Sometimes he thinks the vice-president had been instructed to hire him. Sometimes he thinks he had been instructed not to hire him.

In any event, it very soon became evident that the vice-president had been getting a line on T———. There were a lot of things he wanted information about. He had been told that T——— had not made any money for himself. Was that true? And if it was, was it reasonable to suppose that he could make money for *this* company? Then, as to his habits—they were not what they should be. And why—why had he made so many changes? Eh?

* * *

T——— met these objections; proved that in the course of his 35 years he had gotten together a pretty fair-sized wad; admitted that he knew what a cocktail tasted like, but denied that he had ever been under the influence of liquor. As to his ability—and, after all, wasn't that what was under consideration?—his record spoke for itself. Three years with So-and-So—and a great big increase in sales. Three years more with Such-and-Such—and a deficit turned into a whaling big profit. Three years more with High-and-Low—ask Mr. Blank, the man who had fired him. He knew. Then he walked out.

These letters, interviews and conversations over the 'phone were spread over a period of about ten days. They were nerve-

racking. T——— was getting pretty close to the ragged edge. He wanted that job, not only for the money there was in it, but because it was *his*. He knew he could handle it.

Next day, to get the thing off his mind, he went fishing. When he got back, and he took care to be away two whole days, Mrs. T——— told him that the president of the company had telephoned to ask that T——— be at his office first thing Monday morning.

T——— was there. The president was ready to engage him. The only point to be discussed was—terms.

* * *

Then T——— did something that not one man in a thousand would think of doing. In the coolest voice you can imagine he said, "Mr. F., you say you are willing to have me go to work for you. Fine! I'm awfully glad to hear it. But—I'm not sure I want to work for you. Here is what I suggest. Give me the run of your

This Is No Threat

Naturally, I hate to slip you the info that subscriptions to GOOD HEALTH are arriving in every mail but—the fact is that, if the increase keeps up much longer (and our Circulation Manager tells me it has just begun) we shall face the painful necessity of giving our advertising rates a swift boost. Of course, this makes me feel very sad and, if you are an Advertising Manager, likely to consider using GOOD HEALTH, I know I can count on your sympathy. However, here's a word of cheer. For a limited time we shall accept orders, *and contracts for one year*, on the basis of existing rates. As it may be now or never, on the old basis, I suggest you let your reservations come "quickest way"—if necessary by wire. Address—

J. Dwight Brewer, Advertising Manager, GOOD HEALTH

1811 West Main Street Battle Creek, Mich.

School of Applied Science
of the
Carnegie Institute of Technology
Schenley Park, Pittsburgh, Pa.

Owl Supply Co.,
53 State St.,
Boston, Mass.

Gentlemen:

This time I am writing direct to you, to order my supply of Owl Clips.

I have used your clips for years and have been perfectly satisfied with them.

The points that are especially excellent are:

They have no unprotected points that tear the paper.

Having the thickness of only one wire, they are especially suitable for attaching enclosures to letters.

They are easily adjusted.

The tension can readily be increased or lessened.

Each of the three sizes has its particular use, while all of the three have all the good features mentioned above.

You will please send me, in return for the enclosed amount, ...

Yours truly,

R. M. IHRIG.

Our Immediate Need Is A Man—

to complete our eastern advertising department. This publication, a well-known monthly of over a quarter of a million circulation, requires the services of a tested advertising representative to work from its New York City office.

We want a man who can sell us his services, who believes that he is a producer and whose present employers concur in that belief!

The right man's salary, to start, will be commensurate with his proven ability and his advance will keep pace with his productiveness. Address "K. R.," Box 351, care of Printers' Ink.

Advertising Agency Solicitor Wanted

This agency has made a series of spectacular successes on a certain type of account. We are well known by other non-competitive advertisers marketing their goods thru similar channels. We want a man who can follow up leads and get this business. We have a wonderfully convincing story of achievement to tell these advertisers and the man we want must be able to tell it. This agency has a strong reputation and is financially able. Address with full particulars as to experience, present work, etc.

"K. P." Box 352, care Printers' Ink
12 West 31st Street New York

factories, your office, everything, for a fortnight. Let me find out what is wrong. Let me see whether I can find out the way to right it. I won't charge you a cent for my time. In two weeks, I'll come back and say 'No' or 'Yes.' Then we'll talk terms."

The net of this story is that T——— is vice-president of the company whose service he entered less than a year ago. He draws one of these salaries that make you feel rich merely to pronounce them. And he has done what he wanted to do, what he felt sure he could do—he has relieved his chief of a vast burden of detail. He has made a place for himself.

* * *

What he did is very simple—so simple that few of us recognize that perhaps it is the thing they should do. First of all, he took an inventory of himself. Then, by inquiry, he found out where such ability as he had was needed. Finally, he went to the man at the head of that business and sold himself—sold himself just as a good salesman sells a pair of shoes or a suit of clothes.

You see, dearly beloved brethren, it can be done, even in 1915.

* * *

Speaking before the Representatives Club the other day, Frederick W. Nash, manager of the food department of the General Chemical Company, who is back of the drive on Ryzon Baking Powder, declared that one of the principal articles in his creed was to be a booster always, never a "knocker." Then he told the following story out of his experience, which the Schoolmaster thinks is good enough to be passed on to a wider audience.

"Early in my sales career," said Mr. Nash, "I was sent to Bangor, Maine, to try to bring up the business there, which was falling off under charge of the local salesman.

"In passing down the main street of the town with him, I noticed a very fine store, with a sign over the door 'Tea White,' the store appearing to specialize in teas, coffees, eggs, butter, etc., and as I was selling the 57 Varie-

ties, I asked the salesman whether that store was handling our goods. He said, 'No'; that this man confined his trade to certain specialties that he thought it paid him to concentrate on, and that it was no use of talking The 57 to him. As I was interested in getting business there from every legitimate source, I said, 'Nevertheless, I would like to see him,' and we went in.

* * *

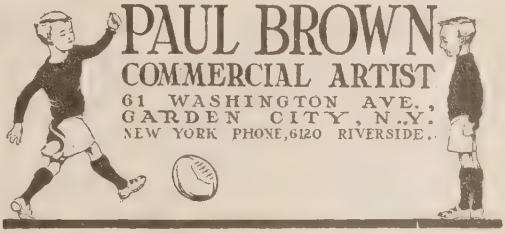
"Mr. White, who was one of the good, hard-headed, old-fashioned type of man, met me with this statement:

"'Young man, I have just listened to a lot of hot air from a promoter of the National Biscuit Company, who came in here with a local salesman wanting me to put in a line of National Biscuits, and if I listened to all of the salesmen that come along with suggestions to add their line to my stock, I would soon be the same as any other merchant of this town and have no distinctiveness to my kind of business.'

* * *

"My reply to Mr. White was about as follows, as I recall it: 'You are doubtless correct in your feeling that you should keep your store in the specialist class, but the question is whether you are not narrowing your market too much by not expanding a little. As I understand it, you have been a good many years here in business, and probably to-day you have about all of the trade you can get, without expense. Consequently, it seems to me the matter for you to decide is whether you want to expand your business with this market available, and my feeling is that a concern that has made such a success as the National Biscuit Company, offering new kinds of goods and creating new demands on the part of the consumer for its products, is worthy of consideration. While, naturally, I would prefer to see you put in

THE PROGRESSIVE FARMER
170,000
Circulation With Dealer Influence
"No Fakes for Man or Beast or Fowl"
Raleigh, N. C., Birmingham, Ala.
Memphis, Tenn. Dallas, Tex.



WANTED AT ONCE
Advertising rate cards, sample copies, agency commission and cash discounts on Magazines, Farm Papers and Newspapers from publishers and special representatives who have not already supplied the above information to
The Advertising Agency of
Woodward & Tiernan Printing Co.
Saint Louis, Mo.

LETTERS and advertisements compounded of *Dignity, Force, Humanness, Unusualness.* I yearn to send you the striking testimony of others. This advertisement attached to your letterhead before tomorrow—

E. M. DUNBAR
15 Rowena Street - Boston

EDITOR of the TIMES said:—
"YOU HAVE GIVEN us some of the most distinctive advertising, in both copy and layout, ever set by a city daily," (referring to my department store publicity). May I send marked copies and references?
ADVERTISING MANAGER, well educated, resourceful, age 28, unmarried, general advertising and sales experience six years; broad training, modern publicity sales plan.
OFFERS ORIGINAL "different" effects in set-up—plus distinctive, humanized copy—cutting costs for space while giving greater publicity with added selling power.
YOUR INVESTMENT in modern advertising-sales service is but $1600 the first year (easily worth more); your dividends will appear with actual sales increases—wider distribution—savings in space.
"GOING at $1600,"--- who will try me?
BOX 1753, BOSTON, MASS.

"GIBBONS Knows CANADA"

Are we looking for each other?

You may be looking for a man of ideas—initiative—executive ability to act in the capacity of Advertising or Sales Manager—one who can really do things—one of proven experience from A to Z. If you are then I am looking for you. Won't you let this little ad bring us together?

"S. W."
Box 348
Printers' Ink

Premium Specialties

International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c

S. BLAKE WILLSDEN
Heyworth Bldg. Chicago

A trained and experienced public speaker wishes to connect with the publicity department of some company. He will also be of service in creative work and writing copy. Address Box J. T., 350, in care of PRINTERS' INK.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation 133,992

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

CLIMAX PAPER CLIPS SAFE and SAVING

Pat. Applied For

Clip your Clip Bill in Half by ordering in quantities direct from the Factory. Save in-between profits and loss on "hand-to-mouth" orders.

Packed 1,000 to the Box
1,000 Postpaid on receipt of 25 cents
6,000 Postpaid on receipt of one dollar

Packed 10,000 to the Box
f.o.b. Buffalo

10,000	11c	per 1,000
50,000	8c	per 1,000
100,000	6½c	per 1,000
500,000	6c	per 1,000

Send all orders direct to

Buffalo Automatic Mfg. Company
457 Washington Street Buffalo, N. Y.

The 57, I am frank to say that I believe you will make no mistake in considering a proposition from a good concern like the National Biscuit Company, even though you have no room for both my line and theirs.'

"Then I proceeded to talk my line to Mr. White, on the basis of adding profit and trade to his store, with credit to his line, without infringing upon his own policy and ideas. The result was a very large order of a very fine selection of The 57, for the first time in this store, although it had been in business there for 20 years, and my information is that he still had a good business on this line ten years later.

"The point that I wish to make is, had I told him that while he should not handle the National Biscuit Company's goods, my goods were the kind of goods he *should* handle, I would probably not have made the sale—and the same principle holds true to-day, and, I believe, will always hold true in merchandising any product."

Copywriter wanted

A good opening for a good man in rapidly growing (not large) advertising agency in New York City.

Your record must stand searching investigation. You must be between 25 and 35 years old, of good health and have a vigorous style and the ability to make sound analyses. National advertising experience required.

You must be teachable.

Give complete information regarding education, experience, salary you have earned and salary at which you are willing to start with a concern where there is opportunity to grow.

If possible, submit samples of your work, which will be returned.

Confidential.

Address T. K., Box 347, care of PRINTERS' INK.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING WRITERS

Your classified ads will pull plenty of profitable inquiries when they are worded just right. Get my prices for preparing your small ads and sales letters. Jed Scarboro, 557a Halsey St., Brooklyn, N. Y.

I write adv. letters, circulars, booklets, mail-order literature for advertisers who demand the world's

BEST BRAND OF ADV. BRAINS.

Copy that cleans up the *last* dollar's worth of business. The kind *you* want. Write me to-day. Send samples of your adv. for FREE suggestions. Blish, 5644 Prairie Ave., Chicago.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service 131 East 23rd St. New York

CONSULTING MERCHANT

Expert in buying, merchandising, advertising, sales promotion, opening new departments and reviving inert departments, dry goods and men's wear, retail and mail order. A week suffices for a small store or a single department; a year, if needed, will be given to a large store. Write for information. Engagements from Feb. 1, 1916. Box 776, care Printers' Ink.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

WANTED: Drug Advertisement Solicitor for high class alumni journal. Strictly commission basis. A good proposition. A profitable side line. Apply to Dr. Wimmer, 115 W. 68th St., N. Y.

A splendid territory is open to an experienced representative to secure advertising for a well known trade paper. Box 730, care Printers' Ink.

WANTED—Young copy-writer for house-organ and advertising detail work. Must be able to write good English, making it readable and entertaining. $15 per week to start. Location, Indiana. Box 787, c/o Printers' Ink.

New York Color Printing and Lithographing concern, well known among advertisers for high grade work and ideas, has opening for experienced salesman for either printing or lithographing, or both. Excellent chance for wide-awake man to connect with growing house. Address in confidence Box 779, care Printers' Ink.

EXCLUSIVE Trade Paper Advertising Representatives wanted, with headquarters in New York and Boston, by Byxbee Publishing Company, Chicago. Only first-class men, with experience in handling publications going to retailers. Address, O. F. Byxbee, Hotel Longacre, New York, or call Tuesday morning, November 9. Will be in Boston later—write for appointment.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of PRINTERS' INK a means of getting in touch with "live" prospects. Advertisements in this department cost 40c per line, figuring 5 words to a line and 12 lines to the inch. No smaller copy than five lines, costing $2.00, accepted for a one-time insertion. PRINTERS' INK PUBLISHING CO., 12 W. 31st St., New York City.

POSITIONS WANTED

Man of eighteen years' experience in Sales and Advertising work, several years owner of an advertising agency, wants a job. Age 39. Address Box 775, care Printers' Ink.

Young man, 23, practical printer with some knowledge of advertising, seeks position at bottom of the ladder where he can advance himself. Box 795, care Printers' Ink.

Ambitious young man with some advertising knowledge wants position with agency or advertiser. Will accept any kind of a job that offers a chance to learn, develop and advance. Salary $10.00 per week. Box 780, c/o P. I.

Advertising man, six years' experience in newspaper and magazine as manager, seeks position with newspaper or magazine. Experienced on copy writing, theatrical and special advertising. Age thirty-six; married. Box 783, c/o P. I.

YOUNG LADY, AMERICAN, 8 years advertising agency experience, desires position as **Secretary** or **department head** with agency or publication. Accustomed to responsibility. Capable and thorough in handling detail. Box 784, care Printers' Ink.

Advertising man; unmarried; twenty-four years of age; three years as office manager and accountant; one year as assistant advertising manager; proficient in executive work, copy writing, editing, layouts; student of I. C. S. advertising course, student of Alexander Hamilton Institute; large salary not expected at the outset. Box 789, c/o P. I.

I WANT A JOB

I am young, energetic, ambitious and aggressive, with five years' advertising experience, backed by a university education. I wrote advertising for a big corporation for two years and sold space for a big newspaper for three years more. Present salary doesn't mean as much to me as does the prospect of a future. I can refer you to a number of people who will highly endorse my ability, but I'd rather get on the job and show you. Box 785, c/o P. I.

ART DIRECTOR

open for engagement. Acknowledged authority on advertising illustrative work. Eleven years' agency experience.

He knows how to picture merchandise to make it sell. His grasp and execution of sales ideas is known favorably throughout the country.

An artist, an executive, with a most thorough purchasing and manufacturing knowledge of art work, engraving and printing. Box 782, care Printers' Ink.

Mfr. or Agency

can now secure experienced man of 30, college graduate. Five years with big mfrs. in engineering, selling on the road and managing branches.

Three years with large N. Y. agencies doing plan and copy on many national accounts. For last year in charge of sales promotion for N. Y. advertising company. Trained in advertising, selling, and sales by mail. Box 781, c/o P. I.

COPY-WRITER AND IDEA-MAN

Unusually successful copy-writer, with original, illustrative ideas, open for engagement November 1. Automobile and accessory specialist. Wide agency experience in many lines. Thoroughly familiar with art-work, engraving and printing production. A real "find" for the RIGHT firm. Box 790, c/o P. I.

To "Somebody Else":

I frequently hear in my present position that "new fangled advertising schemes" are all right—for "somebody else," so I want to find "somebody else" in Boston that can use a man 27 years old with a college education, executive ability and a "mental click" for good copy, layouts and art work.

I have been for two years managing the advertising for a manufacturing company with a retail store using news and trade papers, circulars, catalogues, booklets, window cards and dealer helps.

If "somebody else" needs a man about my size as Manager or Assistant, write to Box 786, care Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

I wish to devote more of my time to my outside interests and would welcome an associate in my profitable weekly trade paper. An advertising man who is a good mixer and has some money can make a good connection and eventually own the control. Box 734, care P. I.

One of our clients is overworked. He has other business interests besides his weekly trade journal which require his personal attention. He would therefore sell an interest in his publication to an experienced man who could relieve him of the major portion of the work. The property is valued at Fifty Thousand Dollars. Unusual opening for a hustler who commands some capital. Harris-Dibble Company, 171 Madison Av., N. Y.

STANDARD BOOKLETS

Specialists in writing, designing and printing Booklets by standard, cost-cutting methods originated by us. Many styles 3½ x 6 in. 8, 16 and 32 pages, attractive covers. 1,000, 8 pages and cover, for $17.75; 5,000 for $42.75. Samples, if requested on your letter head. The Dando Company, 26-32 S. 3rd Street, Philadelphia.

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Sept., 1915, 72,314 daily; 66,575 Sunday. The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,055 gross. 75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Liecty. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Sept., 1915, 134,952 daily; Sun., 164,749.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 26,701 av., Sept. '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (⊙⊙) Sun., 33,018. (⊙⊙) The Evening Bulletin, 48,772 ave. net paid for '14.

Seattle, Wash., The Seattle Times (⊙⊙) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great **productive value** to the adv. Av. daily circulation, 1914, 71,858; Sunday, 90,368.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (⊙⊙) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (⊙⊙) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (⊙⊙) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (⊙⊙) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (⊙⊙) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (⊙⊙) DISPATCH (⊙⊙)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (⊙⊙) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (⊙⊙) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both **quality and quantity** tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times (⊙⊙) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (⊙⊙) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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ADVERTISING RATES—Display

$120 double page, $60 a page, $30 half page, $15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover	$125	Page 5	$100
Second Cover	75	Pages 7, 9, 11 or 13	75
Back Cover	100	Standard Double Spread	150

A Successful Institution

The Chicago Tribune, whose success has been built up entirely through *advertising* and *merchandising* and rendering *unusual service*, offers you the assistance of its organization in building up *your success* by the same methods.

The Chicago Tribune is not merely a *seller* of advertising space, but it is also a large *buyer* of advertising space. It not only buys space in trade papers, but it also spends thousands of dollars every year for space in dozens of other daily newspapers. *It has built up its great success through taking its own medicine.*

The members of The Chicago Tribune's staff are able, therefore, to counsel with you, not on the basis of *theory*, but on the basis of *practical experience.*

If *you* wish to make money out of this Chicago territory through the operation of the three greatest factors in business success —*advertising, merchandising* and *service*—the members of our Merchandising Service Department will be glad to confer with you, and without cost or obligation on your part.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday / 300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco

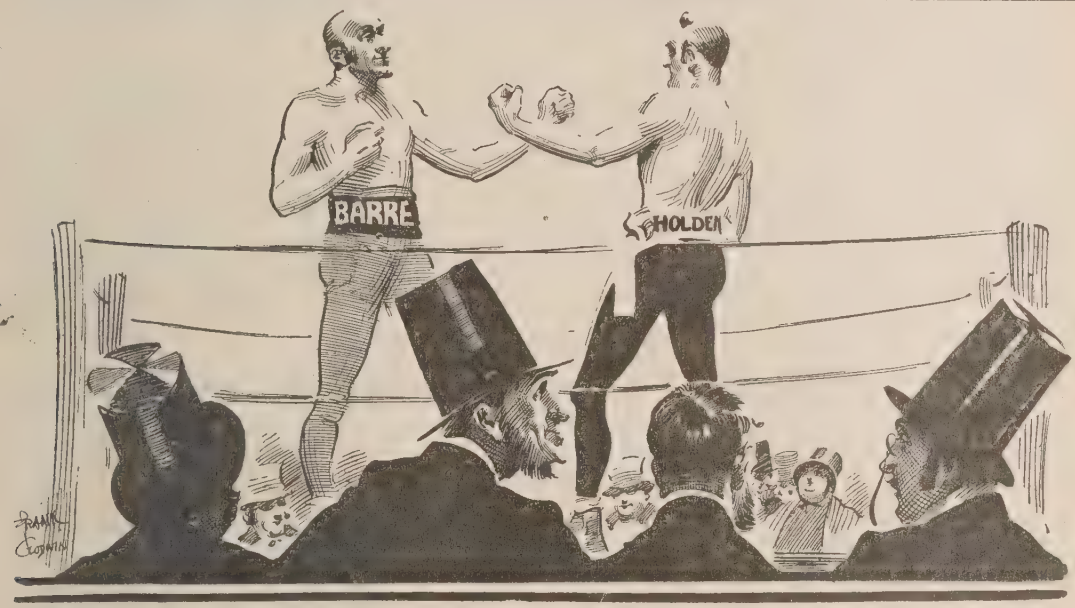
PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIII — NEW YORK, NOVEMBER 11, 1915 — No. 6



The State That Found a Better Way

There seems to be a multitude of cases to prove that Vermont has found a way of doing things far in advance of the average, but probably the most unique instance was the way the Vermonters settled upon a new name for Wildersburg, a quarter century ago.

That name did not please the townsfolk because "it had ever sounded uncouthly and long," so the records run. Interest being about equally divided between "Holden" and "Barre" as a substitute, they hit upon a boxing match as an original method of settling the dispute. It so happened that the "Barre" champion won and "Barre" the town has been ever since, now famous as the world's leader in the manufacture of granite.

Going back to the days before the Revolution, Ethan Allen and his Green Mountain Boys believed there was a better way than King George's method of governing their part of the world, and "In the name of the great Jehovah and the Continental Congress," they proceeded to carry out their belief. So, after quelling all sorts of internal and external disturbances, Vermont was the first State to be added to the original thirteen.

To the vast majority it never occurs that there must be a better way of doing most of the things we have to do. But many of the exceptions to that rule have come from Vermont.

If it had not been for Thaddeus Fairbanks, we might still be trying to weigh a ton of hay or a battleship by the old "steel yards" method. Thaddeus Fairbanks went into the hemp business in 1824 and decided that it was a pesky nuisance to weigh all his hemp after the manner then in vogue. So, he set out to find a better way. Inside of six years he had perfected his platform scale and patented it. For which

(*The Ayer & Son advertisement is continued on page 89*)

One Country But Many States

A law which is good in the South may be useless or impractical in the North. Climate and conditions vary.

Therefore we have the *state* as the basis of government.

Have you made the state also your basis of business getting?

* * *

Let us make one thing clear—

Standard Farm Papers offer the largest *national* agricultural circulation at the lowest rate per thousand.

Just as it is logical to make some laws National, it is logical to make some campaigns country-wide.

But in general either certain sections should get a larger percentage of cultivation or, because of conditions, a different *sort* of cultivation.

Standard Farm Papers are the *only natural* state or class mediums. Because *editorially* they deal with state or class problems.

They hit hard and get close to the soil.

OF KNOWN VALUE
STANDARD
FARM PAPERS

TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

ARE

FARM PAPERS OF KNOWN VALUE

Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Progressive Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

PRINTERS' INK
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.
VOL. XCIII NEW YORK, NOVEMBER 11, 1915 No. 6

How America's Greatest Shoe Manufacturers Worked Out the Zone System of Distribution

Authorized Interview by R. E. Dildine with
Fred B. Rice
Vice-president, Rice & Hutchins, Inc., Boston, Mass.

VISUALIZE market conditions in the production and distribution of a great staple product —where competition is free and unrestricted in every sense; where the price appeal is strong; where the style appeal runs riot; where thousands of manufacturers and hundreds of jobbers keep hot the trail to retailers and consumers.

Then you have a broad, but still a vague conception of the problems that Rice & Hutchins have faced and solved in building up America's greatest shoe business.

The word greatest is used advisedly because it signifies more than volume alone. The shoe trade is divided into several classes based on the grade and variety of goods produced. There are manufacturers who specialize in shoes for men, or women, or children. This class specialization is carried still further, into as many as three divisions—high grade, medium grade and cheap.

Then, there are manufacturers who produce what is known as a general line. This usually implies shoes for men, women and children in all grades up to and perhaps overlapping a little into the high-priced field. It is obvious that such concerns have a broader market than the specialty house. It is the big-volume class, a small group of large producers for whom Rice & Hutchins have set the pace for half a century.

Men who know conditions in the shoe trade credit Rice & Hutchins with annual sales that few other concerns can rival. The actual figures are not available because the concern itself neither seeks nor claims the distinction of volume leadership. Two of their leading competitors publish big sales figures, but there is a distinct difference in the character of the business they do.

One is an Eastern concern that has until recently built its business largely with the jobbing trade on unbranded or private brands of merchandise. The other is a Western concern recently formed by a combination of three large houses, that continue to operate as separate organizations.

WHY THE BUSINESS IS STRONG

Rice & Hutchins sell the bulk of their products under their own trade-marks direct to the retail trade, through their own distributing houses. It is this fact, coupled with the volume of sales, that indicates the great fundamental strength of the business.

In an interview recently with Fred B. Rice, vice-president of the company, the writer took an interesting mental journey back over the hill that Rice & Hutchins have climbed steadily but surely since the business was established in 1866 by William Ball Rice and Horatio H. Hutchins.

Their original capital was

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meagre, and a small barn-like structure at Marlboro, Mass., served as their factory. Then and for some time thereafter the distribution of footwear was carried on largely through jobbers. Rice & Hutchins grew at first along the lines of least resistance.

Expansion began in 1875 when the firm erected what was then considered a large and well-equipped factory at Warren, Maine. Additional factories have been built and tanneries acquired frequently since that time to keep production abreast of sales.

In 1885 Mr. Hutchins retired, but William B. Rice continued to direct the development of the company until the time of his death, about six years ago. His sons, who grew up in the business with him, have since maintained the policies that he established.

PRESENT STYLE OF NEWSPAPER COPY, WHICH IS QUITE SIMILAR TO THE MAGAZINE ADVERTISING

There are, of course, many influences that contribute to a well-rounded success, but in a broad sense there are but two fundamental problems in a business of this kind—production and distribution.

It may be safely assumed that Rice and Hutchins are good producers. Their products have stood the test of time. Still, they have had plenty of competition and their volume of sales has not been secured on a price appeal.

William B. Rice possessed a rare sense of practical imagination and business foresight. He built for the future. His goal was a world-wide business. He planned and developed a system of distribution that was considered visionary in those days, but which fits present conditions in the shoe trade exceptionally well. It has, in fact, been a fundamental element in the success of the house.

His sales policy was designed to accomplish three things:

First, to get Rice & Hutchins products under the R. & H. trade-marks in the hands of the retailer with least loss of time and cost of transportation.

Second, to give the retailer maximum service by establishing a chain of branch distributing houses.

Third, to create a permanent market for R. & H. products by judicious advertising.

Such a sales plan is not unique to-day, but it was then. It carried Rice & Hutchins through a period of radical changes in the distribution of footwear, all of which have tended in the end to prove

the efficiency of the R. & H. system.

The first distributing agency was established in Philadelphia in 1884. Since then others have been established in Boston, New York, Baltimore, Chicago, Cincinnati Cleveland, St. Louis and Atlanta, and in several foreign countries.

Executive headquarters are maintained in Boston, from which a general supervision of the business is conducted. Each of the distributing houses has been created after a careful consideration of market possibilities in various sections so that all retailers could be quickly served from stock at minimum freight rates.

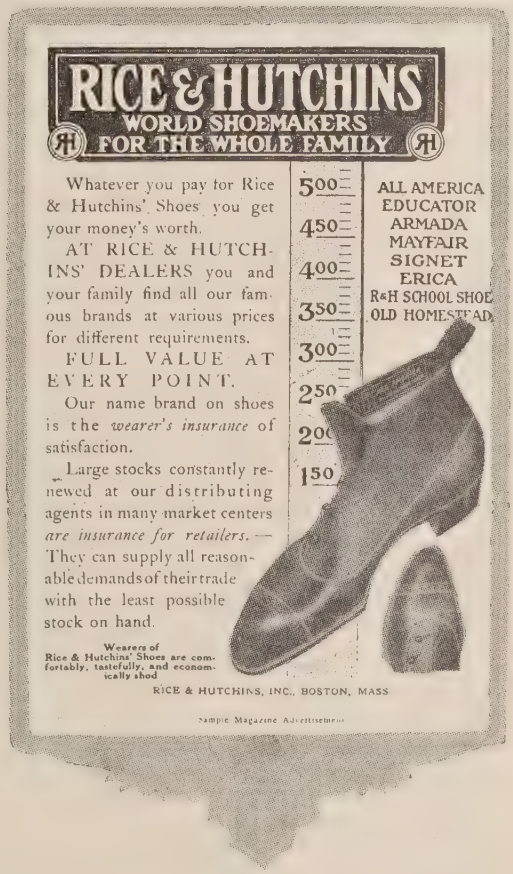
HOW THE ZONE SYSTEM WORKS

Each branch is operated as a separate unit in charge of a manager who is assigned specific territory to develop, with a corps of salesmen. This zone system of cultivating territory has justified itself. It proved especially valuable to Rice & Hutchins because they were the first to apply it in the shoe field. They had it well established before other houses adopted similar methods. Even to-day no other concern is so well organized along similar lines although many shoe houses have established one or more distributing branches and the tendency of progressive concerns is to build in that direction. This is the inevitable result of new conditions that have developed in shoe merchandising.

For the past ten years many manufacturers have sought to eliminate the jobber and build up a distribution direct to the retailer. Retailers have favored direct buying, but in addition they have demanded service that manufacturers were not at first equipped to give. Producers have been forced to carry stock and render the equivalent of a jobbing service. Branch distributing houses are but a logical sequence in the cycle that has brought shoe distribution back to first principles—except that distribution is passing into the control of producers. The independent jobber with a few exceptions has been gradually eliminated, or his activities restricted to small dealers in his locality. On the other hand, a few of the most enterprising jobbers have developed into manufacturers.

By zoning territory Rice & Hutchins have been able to kill two birds with one stone. In other words, their distributing houses have proved profitable both to themselves and the retailer.

On their own account they are



THE FORMER TYPE OF ADVERTISING

able to supervise and work territory more closely. Retailers are called on by salesmen more frequently. The branch houses can cater more intelligently to local style tendencies. They are more closely in touch with their customers in relation to credits and collections. The difficulties in handling salesmen at long range are eliminated.

The dealer gets maximum service, which means that he can do business on a minimum stock investment and turn it often, a mighty important factor in present day retailing. He can order

goods frequently from a nearby supply. He gets them quickly and at minimum rates of transportation.

Then the personal element is a factor in building and holding trade. The branch house brings the producer and the retailer more closely together. They get to know each other better and a mutual interest develops the tie that binds.

Both trade and consumer advertising have played a consistent and important part in the plan of market development. Initial activity in the firm's publicity dates back so far that little specific information concerning it is now available. Space has been used in the leading shoe trade papers for many years. This is devoted mostly to building and maintaining good will with the retail trade and to reiterating week after week the advantages of the system of distribution.

Rice & Hutchins consider consumer advertising a form of service to their customers as well as an investment in good will and market development. Their publicity problem has been a complicated one, and although effective work has been in progress for many years, it was not until about three years ago that a settled policy was evolved.

The difficulty consisted mainly in finding the most logical point of contact with the consumer—to focus the selling appeal so that it would shoot straight and land solid. There was a strong tendency based on a good motive that counselled the use of an advertising shotgun instead of a rifle.

It is a basic idea of the Rice & Hutchins business to shoe the whole family—not only men, women and children of one class, but all classes except the fastidious minority who can afford to pay high prices for their footwear. This involves hundreds of styles and numerous grades for men, women and children.

Shoe concerns that make a general line and trade-mark their goods have established the practice of identifying different grades of footwear with individual names. This idea came into general use before the modern advertising campaign became a factor in planning a selling policy, but there is also a reason why it is considered good practice by advertisers. Suppose, for example, that Rice & Hutchins should use and advertise a common trade-mark for all their men's shoes ranging in price from two dollars to five dollars retail. Imagine the confusion that might result in the mind of the consumer. He might buy a pair of five-dollar shoes and find them entirely satisfactory. Later he might ascertain that he could purchase the same brand for $3. Would he take into consideration the difference in quality? Would he be able to make an intelligent comparison of values?

Imagine how an unscrupulous retailer might trade on the reputation of the higher grades by featuring the lower grade prices. Then there is the problem of making advertising copy appeal to several classes of consumers. It is comparatively simple for a specialty house to use one trade-mark and concentrate sales effort on it. This has been done successfully even when two or three grades are involved. But with a general line the problem is different. Rice & Hutchins are selling shoes under many trade-marks although more than one grade of certain types are sold under one brand.

LARGE VOLUMES OF SALES AIMED AT

That may appear to be unfortunate from an advertising standpoint, but Rice & Hutchins didn't attempt to build their business to fit advertising. There is a more important basic selling idea behind their long line of many grades. The family of trade-marks is just incidental to greatness. The long line is the basis of volume business. Not only aggregate volume, but volume to individual retailers, and yes, even volume to consumers, is desirable. So Rice & Hutchins endeavor to supply the average retailer with a complete stock and the average

103% Gain!

Following the phenomenal gain in September, NEEDLECRAFT received 111,265 subscriptions at the full price during the month of October.

Here are the figures:

	1915		1915
October 1	4,879	October 18	5,062
October 2	3,042	October 19	6,028
October 3 Sunday	.....	October 20	2,492
October 4	4,987	October 21	3,518
October 5	6,557	October 22	5,191
October 6	2,453	October 23	2,530
October 7	3,957	October 24 Sunday	.....
October 8	4,540	October 25	6,051
October 9	3,873	October 26	7,406
October 10 Sunday	.....	October 27	3,107
October 11	4,747	October 28	4,649
October 12	5,073	October 29	5,242
October 13	2,827	October 30	2,451
October 14	3,490	October 31 Sunday	.....
October 15	3,962		
October 16	3,151	Total	111,265
October 17 Sunday	.....		

This represents a gain of 103% over October 1914, when 54,753 were received.

NEEDLECRAFT

Three Quarters of a Million Guaranteed

1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager

Member Audit Bureau of Circulations

family with footwear for all its members. That is the ideal condition for getting selling costs down.

Rice & Hutchins' consumer advertising in the early days was spasmodic. Later it was confined to a few weeks at the beginning of each season. The copy was designed to cover practically all lines that the company sold. The selling argument was not very specific. It dealt with quality and other generalities. It served the purpose of general publicity for the company and its products. It

Why do you use a bank?

To be on the safe side of the fence, to reduce your risks, to increase your convenience of doing business.

Why not apply those principles to your merchandise?

Let the R. & H. Distributing System carry your surplus shoes, assume part of your risks, ship your daily orders on demand.

It is a perfect system to increase your business and your profits; it makes them larger and surer.

Let the R. & H. Distributing System be your reserve stock rooms, your shoe-banker.

Let their nearest wholesale house show you how to treat orders as checks and pay shoes on demand.

Wholesale Distributing Houses

The Rice & Hutchins Baltimore Co. The Rice & Hutchins Chicago Co.
The Rice & Hutchins Cleveland Co. The Rice & Hutchins New York Co.
The Rice & Hutchins Cincinnati Co. The Rice & Hutchins St. Louis Shoe Co.
The Rice & Hutchins Atlanta Co. The Atlas Shoe Co., Denver, Mont.
Joseph L. Maurer & Co., Inc., Phila.

Rice & Hutchins, Inc.
Twenty High Street, Boston

THE ADVANTAGES OF THE ZONE SYSTEM ARE DWELT ON IN THE TRADE PRESS

helped to develop a broader market and undoubtedly it built good will, but it lacked direction. It spread over too much ground to give a strong selling punch to any particular line.

ADVERTISING TO BACK THE TRADE-MARK

Finally, a change in the advertising policy was given serious consideration and a definite plan was devised. This was the famous Educator campaign which began in 1912 and has grown in scope and energy ever since.

There is an interesting story back of the development of the Educator line and the reasons why Rice & Hutchins finally decided to put the full force of their consumer publicity behind it.

The trade-mark Educator stands for an idea as well as the name of a shoe. Contrary to the usual custom, this trade-mark applies to a certain type of footwear, or to be explicit, footwear made on a certain last—in this case a last built to conform to the natural shape of the foot.

The idea was first adopted by Rice & Hutchins in a line for children only, back in 1903.

Harry L. Rice, now president of the corporation, had observed that properly shaped footwear for children was confined to custom-made goods. He knew there was a market for a shoe that would cooperate with nature and permit the proper development of the delicate foot, and realized the need for it.

Rice & Hutchins decided to introduce such a shoe and with a full realization of the necessity of educating the public, the name Educator was selected as a trade-mark.

It was featured in some of the company's advertising and special efforts made to interest dealers in the line met with considerable success.

Thus, these manufacturers were pioneers in developing a market for the natural-shaped shoe on a broad scale. The success of Educators inspired many other manufacturers to follow their lead until similar styles are now to be found in several lines. "Let the child's foot grow as it should," and "Room for five toes," were the slogans on which the original selling appeal for the children's line was based.

The Educator idea soon became so popular that possibilities were seen in a similar style for men and women. The result was an Educator line for the whole family and a much broader development of the Educator idea naturally followed. Soon it was not only obvious that the Educator line offered an unusual opportunity for new business in itself, but that the development of a market for Educators was in many

(*Continued on page 93*)

THE H. K. McCann Company has been in charge of the advertising campaign conducted for the Standard Oil Company of New York on Socony Gasoline.

The campaign has been notably successful and will be followed by advertising on other Socony products.

Our book, "We Have A Man Who Knows," shows some work we are doing for other companies and describes our methods of operation. We shall be glad to send a copy.

THE H. K. McCANN COMPANY
NEW YORK SAN FRANCISCO CLEVELAND TORONTO
NEW YORK: AT 61 BROADWAY

Trade-mark on Patented Product Involved in Shredded Wheat Case

Ross Food Company Files Answer Alleging Expired Patents as Justification for Identical Product—Identity the Result of Necessity and Convenience, Not Intent to Cause Confusion, Is Claimed

THE suit of the Shredded Wheat Company against the Ross Food Company, of Batavia, N. Y., and the Humphrey Cornell Company, of New London, Conn., involving unfair competition in the marketing of whole wheat biscuits, may have an important bearing upon the doctrine of trade-marks. The complaint of the Shredded Wheat Company was discussed in PRINTERS' INK for October 21. The answer of the defendants, which has just been filed in the Federal Court at New Haven, injects an element into the case which did not appear in the complaint, and which will almost certainly have great influence in the final determination of the points at issue.

Briefly, the Ross Food Company "admits that its biscuits are of substantially the same size, color, shape, construction and formation as the biscuit product of the complainant; defendant, The Ross Food Company, further says that it is marketing its product to the trade wheresoever located, regardless of any alleged or assumed exclusive rights of the complainant in or to a biscuit of the character of complainant's product or alleged or assumed exclusive rights in or to the marketing and selling thereof, but defendant, The Ross Food Company, denies that in so marketing its product it is doing so in violation of any legal or equitable rights of the complainant or of any other competitor. . . .

"Defendants, and each of them, deny that the whole wheat biscuit product sold by them by reason of its size, shape, form or appearance is intended to or does result in the confusion and sale of the defendants' biscuit as the biscuit of the complainant; but on the other hand the size, shape, form and appearance of defendants' biscuit mean and signify a product manufactured according to the principle and design of the Letters Patent Nos. 24,688 and 548,086 hereinbefore specified; and defendants aver that their product has the properties and physical characteristics of the product forming the subjects-matter of said Letters Patent; that the form, construction and appearance of defendants' product result from the inherent properties and nature of the material of which it is composed, and that the size and shape of the product possess practical advantages not only in respect of the economical manufacture of the biscuit, but also as regards the strength and stability of the biscuit for commercial packing and transportation.

"Defendants further answering deny that as a matter of fact the whole wheat biscuit of the complainant and the whole wheat biscuit of the defendants are always presented to the ultimate consumer separate from their respective cartons; but, on the contrary, aver that complainant's product is commonly presented to the individual packed in envelopes, each containing a single biscuit, and in boxes, each containing two biscuits, all as before set forth in paragraph '12' of this answer.

"Defendants, and each of them, further answering deny that the purpose and result of the defendants in either the manufacture or the sale of their biscuit is to confuse and sell the whole wheat biscuit of defendants as the whole wheat biscuit of complainant. And defendants aver that their whole wheat biscuit is and always has been sold on its own meritorious reputation; that it is and always has been distinctively packed and dressed; and that it is and always has been uniformly designated and advertised 'Ross's Whole Wheat Biscuit.' . . .

"Defendants, and each of them, aver, on information and belief, that they and each of them are entitled to the full commercial use

We Don't *Boast* of Kansas, She Keeps Us Too Busy *Keeping Up* With Her

Everyone knows, in a general way at least, that Kansas is P-R-O-S-P-E-R-O-U-S; that we've harvested a succession of unusually large crops and sold them at sky-high prices.

But very few people outside of Kansas fully realize what this *extra* wealth means to a state already accustomed to having a liberal supply of spending money. It's like giving a new 8-cylinder automobile to a man that owns a new 6-cylinder car.

This extra wealth doesn't mean that the farmers are throwing their money away; they're not buying extra automobiles for their hired men; nor are they loaning the banks money, but they are making some of the bankers work nights.

A few of the actual conditions in Kansas are:

(1) Sixteen new banks have started business since July 23, 1915.

(2) A few state banks have had to decline further deposits in order to comply with the state law that deposits must not exceed a certain ratio of the bank's capitalization.

(3) At the recent tractor demonstration in Hutchinson, the sale of tractors went well into six figures ($$$,$$$.00).

(4) An average of six silos are being erected every day in Kansas.

(5) November 4th Kansas had 70,763 automobiles—a gain of 20,279 since January 1st.

(6) September 15, 1915, the banks of Kansas had on deposit $129,057,097.78, a gain of $15,848,890.40 over Sept. 12, 1914.

(7) Kansas was the third state in the entire Union in the average condition of all crops Sept. 1st, 124.5%, as compared with the ten-year average—according to a bulletin just published by the U. S. Government.

(8) Eastern manufacturers, recognizing the ready-money prosperity of Kansas, have sent into the state a small army of salesmen introducing new goods. In many of the towns, it is practically impossible to get rooms at night.

(9) A material reflection of the unusual prosperity of Kansas is shown in the large volume of advertising carried in *Farmers Mail and Breeze*, the farm paper that covers Kansas more thoroughly than any other farm paper covers any other state—25,735 lines more than last year—a total of 484,676 agate lines to Nov. 1st. A remarkable showing in the face of a higher advertising rate. And at an increased cost of 40%, back cover pages in *Farmers Mail and Breeze* have been sold practically solid for a year ahead.

Yes, business is good with us, but there's plenty and to spare of good ready-money business still waiting for the advertiser that goes after it.

You can reach the farmer only through the Agricultural press.

Arthur Capper
Publisher.

TOPEKA, KANSAS. Nov. 5, 1915.

Ask for a Capper Bulletin or talk to any of my special representatives.

Marco Morrow, Director of Advertising, Topeka; J. C. Feeley, 1800 Mallers Bldg., Chicago; W. T. Laing, 716 Flatiron Bldg., New York City; T. D. Costello, 300 Graphic Arts Bldg., Kansas City; C. H. Eldredge, 1106 Chemical Bldg., St. Louis; M. L. Crowther, 1005 Colcord Bldg., Oklahoma City; J. T. Dunlap, 203 First Nat'l Bank Bldg., Omaha.

Farmers Mail and Breeze

Covers Kansas, the State of Ready-money, More Thoroughly Than Any Other Farm Paper Covers Any Other State

and enjoyment of the whole wheat biscuit product freed from the Letters Patent aforesaid under which the complainant claimed and enjoyed a monopoly, and the defendants aver on information and belief that they are entitled fully and freely to vend the said biscuit product on the open market, irrespective of any methods that may have been adopted or pursued by the complainant in an effort to create a public desire or demand for the patented product. Defendant, The Ross Food Company, further avers that it has extensively advertised and is extensively advertising its whole wheat biscuit product and has spent and is spending large sums of money to that end."

That is the gist of the matter. The patents in question (a design patent, and a patent on the machinery for producing the product) having expired, the subject-matter covered by the patents falls into the public domain, and anyone has a right to make it. The Ross Food Company does not attempt to call its product "Shredded Wheat," and takes care to pack its goods in a distinctive package. On the other hand, the Shredded Wheat Company has spent large sums of money in advertising that distinctive form of biscuit, and claims that a "secondary meaning" has been acquired by which the public identifies biscuits of that peculiar shape as originating in its factory. The case does not seem to be squarely in line with any previous decision, and its determination will be awaited with interest.

Los Angeles Papers Appoint Foreign Representative

The W. J. Morton Company, New York and Chicago, has been appointed salaried representative of the Los Angeles *Express* and *Tribune*. L. J. Clarke has been appointed assistant to the publisher of these papers.

Death of Robert Tilney

Robert Tilney, a prominent resident of Philadelphia—journalist, poet and Civil War veteran—died at his home last week, aged 76 years old. For 28 years he was the editor of the American Newspaper Annual. He resigned from that position in 1908.

Who Should Advertise Advertising?

Here Is the President of a Big Concern Who Thinks That Publishers and Agents Should Shoulder the Responsibility—The Showing of Advertising as Against Salesmen

GEORGE M. BROWN, the president of the General Roofing Manufacturing Company, of East St. Louis, does not agree with Hugh Chalmers that the general advertiser should take it upon himself to help in the work of advertising advertising. He thinks that the publishers and advertising agents should do this.

He explains his views in a letter written recently to W. C. D'Arcy, who is chairman of the committee of the A. A. C. of W., on advertising advertising. The letter follows:

"Replying to your recent letter, will say that our company would not like to take part in advertising advertising. It has in the past been compelled to take such a part because we have believed so thoroughly in advertising, but we believe that if we, as manufacturers, pay our good hard cash and back our belief in advertising, as we have been doing, that the publishers and advertising agencies should do the rest of advertising. We should not be compelled, as we have been in the past, to argue with the buying public that advertised goods do not cost more—that they do actually cost less.

"In our field, we have about 40 competitors, large and small, and all but three or four have argued continually to the trade that our big advertising bills have to be paid by the buyer of our goods, that we really take it out of the quality and put it into advertising, etc.—the usual line of argument—and even those who do advertise but advertise less than we do, we are often informed, hint at the same thing in a quiet way.

"Now we believe that we have done wonderful things in manufacturing roofings, by building

mills with the very best equipment. We have improved these matters to such an extent that we make everything under one roof, and we do relatively with one man what could not have been done with a score of men a very few years ago. Now, in the same way, we believe that we are doing with advertising in the sales end of our business just what we are doing with modern machinery and equipment in the manufacturing end.

"We can send a good advertisement—one that is convincing—to call on a dealer and a couple of hundred families in the immediate vicinity of his store for a total cost of less than ten cents.

"We find that when we send a salesman to call, he may do the work well or he may get into an argument over the war and leave with a bad feeling instead of a sale, and we have heard some wonderful stories of expense accounts of such individuals. Of course, we believe in men selling goods just as we still believe in men to run the modern machinery in the mills, and by limiting our men to run this machinery, we can employ better men to fill the few positions needed, and so we believe it is in the selling end that we have to employ the smaller number to help, due to the big work played in the game of advertising.

"In conclusion, we believe that you will agree with us that we should not have to advertise advertising, but we do want to continue big advertising and are willing to pay the price for it because it means economy for us. Because these advertising bills help the publishers and agencies to do big things, we have a right to expect them to advertise advertising in the future much heavier than it has ever been done in the past. They have a splendid story and the public is always eager to learn what is for its best interest.

"Every big advertiser wants the public to know the chance it is taking when they buy unknown brands instead of advertised brands, and if the public could know that all advertised brands that have become a fixed success have been articles of merit above the competitive fields surrounding them and that efforts to advertise a poor article have always ended in failure, then advertising will be established in its own proper place, more advertising will be done and advertised goods will be in demand everywhere."

President Wilder Talks Across Continent to Butterick Men

The outstanding feature of the annual conference of the Butterick Publishing Company's advertising department, held in New York, November 1 to 4, was a long-distance address by George W. Wilder, president of the company, from his winter home in Redlands, Cal. Direct telephone connection was made from Redlands to the office of President Vail of the Telephone Company, where 24 of the Butterick men were seated around a long table, each provided with two receivers. The talk lasted 27 minutes and according to the New York *Sun* the toll charges were $186.57.

During the four-days' conference addresses were made by E. J. Ridgway, editor of *Everybody's;* Mrs. Honoré Willsie, editor of *The Delineator;* Mrs. Marie Mattingly Meloney, editor of *The Woman's Magazine;* James E. Tower, editor of *The Designer;* J. F. Birmingham, general manager of the company, and others.

The conference was held under the direction of S. R. Latshaw, advertising director, and was attended by all the Butterick representatives.

Walter G. Bryan Publisher Atlanta "Georgian"

Walter G. Bryan has been appointed publisher of the Atlanta *Georgian,* succeeding Hugh Murray, who goes to the main offices of the Hearst newspaper organization, in New York, as assistant to the general management.

Mr. Bryan has been doing promotion work for a number of years for various Hearst papers, his most recent connection being with the Chicago *Examiner.* Before he became associated with the Hearst organization, he was advertising manager of the Kansas City *Journal.*

Department Store Men Contribute to New House-organ

Several well-known advertising men contribute to Vol. I, No. 1, of "The 5,000,000 Circle," published by James O'Flaherty, of New York, in the interests of the suburban market. Among them are Joseph H. Appel, of John Wanamaker's, who gave the magazine its name, J. F. Beale, Jr., of Saks & Co., and W. R. Hotchkin, of the Cheltenham Advertising Agency.

December Hearst's 541,439 copies
November Hearst's 507,876 copies
GAIN 33,563 copies

"The regular and continued increase in the circulation of Hearst's Magazine is due to the fact that we have manufactured the most interesting magazine we could conceive and then told the public how good it is and would continue to be.

"That our circulation has grown remarkably large is proof that Hearst's is a *remarkably* good publication and that the public will discriminate in the purchase of a good periodical just as it is discriminating in the selection of food and clothing."

"At what figure are you going to limit your circulation?"

"There will be no limitation. We will make Hearst's as good as it is possible to make a publication, and we will work unceasingly to convince the 16,000,000 literate homes in the United States that it is a good magazine to buy and read regularly.

"How many of the intelligent homes will like to read what we believe is interesting for them to read, we don't know."

"Your aspirations are high!"

The above is the digest of a talk with a western advertiser one day last week.

He believed the writer an unbridled visionary—but just so was he considered by many advertisers nine months ago when he predicted that before the year rolled round Hearst's then circulation of 250,000 would exceed 500,000.

Yet in less than a year that is identically what has happened.

Hearst's has a literate population of 16,000,000 families to work on, to advertise to, to produce a magazine for, and we are going to corral as many of that 16,000,000 as we possibly can.

We may not get the 16,000,000—perhaps it will be wiser to say that we will not, but Mr. Advertiser and Advertising Agent—

We are going to reach as many of that 16,000,000 as is reached by any other general periodical.

We are not going to interest them through any catch-penny circulation scheme—

We are not going to interest them through any cut price or unprofitable clubbing scheme—

We *are* going to reach them by *convincing* them that Hearst's is as *good* as we *know it* to be, and as essential to their reading needs as it has become to the more than 500,000 homes to which it is now going.

Visionary—well, perhaps—but belief in a product, confidence in the intelligent discrimination of the American public, and *good advertising,* have proved many a "reputed visionary" just a sound, thinking, business man who could sense opportunity and lay hold of it.

The time to buy space in Hearst's is *now.*

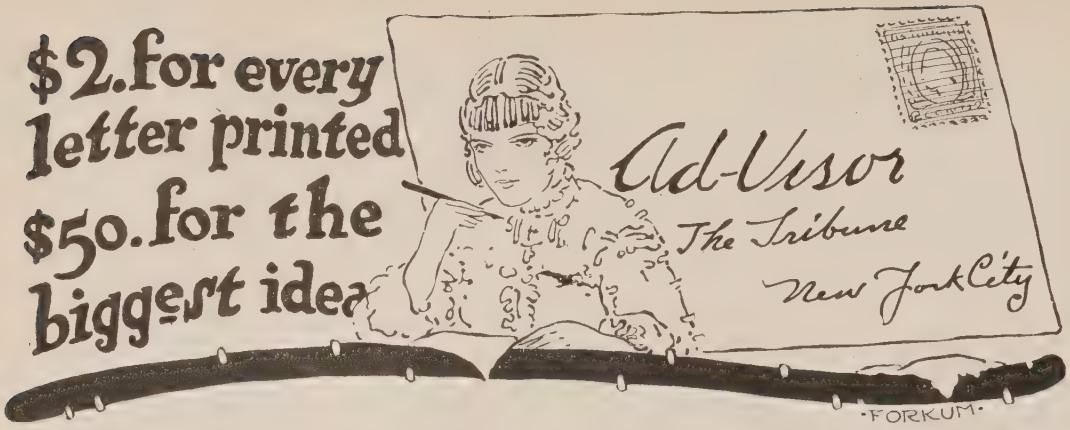
January forms close December 1st

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Ill.

Member Audit Bureau of Circulations



Second Stage

"THE AD-VISOR" DEPARTMENT which has been engaged in separating the sheep of advertising from the goats—and hanging a bell on the goats—now enters the second stage of service to New York Tribune readers. Under the continued guidance of Samuel Hopkins Adams it broadens its scope by including in its researches the daily habits of these interesting fauna and mammals and offers a prize of $2.00, payable in any Tribune-advertised merchandise for every letter—except those about patent medicines—printed describing a praiseworthy or blameworthy experience with an advertiser. Each month the biggest idea will be rewarded by a $50 prize, payable similarly. You, sir, are eligible to compete—or merely to observe.

The New York Tribune

First to Last: the Truth

News—Editorials—Advertisements

They May Not Be Worth Advertising To, But —

The Use of a Small Package Might Win Their Purchases

By J. M. Campbell

Time:

A Saturday morning in November.

Place:

A grocery store on Seventh Avenue, not far from the Pennsylvania Station in New York.

Dramatis Persona:

A middle-aged woman, with a shawl over her head, quite evidently a foreigner, buying supplies for over Sunday.

This is what she bought:

2 Eggs	5c.
Lard	4c.
Bread	5c.
Soap	4c.
Butter	6c.
Biscuit in bulk	4c.
Three other articles which I have forgotten, but the price of which amounted to	13c.
Nine articles, altogether, total expenditure	41c.

This woman's case, I believe, is not exceptional. In fact, both the grocer and a young woman who at the time was conducting a demonstration in the store, told me that not a day passed when something of the same sort did not occur.

Every advertising manager who is worth his salt—and every advertising agent, too, for that matter—has in his possession facts and figures that make it quite clear that pretty nearly *half the people in the United States are not worth advertising to.* Either they cannot read, have no money, or live so far from centers of population that they are not reachable.

Granting that these people—nearly 40,000,000 in the aggregate—are not worth advertising to; granting that advertisers should confine their efforts to reach that portion of our population that is fairly well-to-do, the fact remains that the "submerged half" is *worth selling to.*

Take the case of the woman just referred to. She spoke broken English. She probably could not read her own tongue. It is practically a certainty that she could not read English. To her, street car cards, posters, bulletin boards and advertisements in newspapers meant nothing.

But—she had to buy—in very small quantities—certain articles of food, daily, in order to keep alive the fires of life in the bodies of the members of her family.

This question, then, suggests itself: Would it not be well for manufacturers of products sold through grocery stores to try to reduce their price unit—to get it down to five cents if it is humanly possible to do so?

By adhering to a price unit of 15 cents or 20 cents or 25 cents, they automatically shut themselves off from a vast number of possible purchasers.

It is admitted that, in many cases, the cost of the container is a very considerable item in the cost of a 10-cent article. But is it not possible to reduce the cost of the container?

It is also admitted that there must be a considerable reduction in the quantity which the manufacturer can afford to give, when his price unit is dropped from 15 cents to 10 cents or from 10 cents to 5 cents.

But let us not lose sight of the fact that many manufacturers of products sold through grocery stores are reaching only a little more than half the people who might buy their goods—because their price unit is too high.

Let me sum up the situation by saying this:

There are in the United States nearly 40,000,000 persons who are negligible, from the point of view of the national advertiser.

They are not worth advertising to. *But they are worth selling to.*

Reader Letters Measure Reader Interest

79,439 letters from its readers were received by The American Magazine in the year ending July 31st, 1913.

173,787 letters were received in the year ending July 31st, 1915.

The increase is 94,348—over 118%!

Note also the increase in the ratio of letters. When the net circulation was 285,208, 79,000 letters were received from readers, the ratio of circulation to letters being 4 to 1. Now, with our circulation 440,986 net, 173,000 letters have been received, the ratio being 2½ to 1.

The circulation has increased, the number of letters has increased, and most important of all, the ***ratio*** of letters has increased. The American Magazine is in closer, more active touch with a larger body of readers than ever in its history.

The American Magazine

LEE W. MAXWELL, Advertising Manager
381 Fourth Avenue, New York

JAMES D. FULTON, Western Advertising Manager
Tribune Building, Chicago

How Wrigley Overcame British Prejudice Against Chewing Gum

After a False Start, Due to Faulty Diagnosis, Sales Begin to Climb

By Thomas Russell

Pres., Incorporated Society of Advertisement Consultants, London, England

IT is only in quite recent times that the practice of gum-chewing has begun to take hold of the British public. A certain amount of chewing-gum—Beeman's, Adams's and the others—has been on sale in shops frequented by American tourists for a long time. The habit can hardly have been said to have appealed to British tastes until about 1912: but to-day there is hardly a confectioner's shop, large or small, that does not sell Wrigley's Spearmint and a good deal of it.

The history of the business in Britain is interesting. Spearmint did not push into the market unprovoked. It was sent for. About March, 1911, J. E. Jewell, who runs the Heppell chain of drug stores, became exercised in his mind about chewing-gum. One of the Heppell stores, which are a very fine chain of high-grade chemist's shops, as we call them, is in close proximity to several large hotels frequented by Americans, and for a good many years had been selling different sorts of chewing-gum to the transient trade. Constant demands for Wrigley's Spearmint provoked in Mr. Jewell a desire to handle it, and he accordingly wrote to Mr. Wrigley for a case and suggested an agency.

Mr. Wrigley replied that the price was $48 a case, and that when he got the money the goods would be shipped. Possibly to his astonishment he did get the money, and presently the money for another five cases.

This injected into the Wrigleyan mind an impression that Mr. Jewell was a live man, and accordingly Mr. Wrigley came over here and inquired whether the gum-chewing habit could not be inflicted on the British public. British people, he pointed out, were old enough to vote, they wore boots and clothes, and ate three meals a day. What was the matter with their chewing gum? Everybody whom he talked to discouraged him and said that there was no market for chewing-gum in this country. However, he laid heads together with Mr. Jewell, who put some of his own money in, and they formed a company. Big shipments of Spearmint gum were imported, and in the course of a year the company spent a quarter of a million dollars in advertising, chiefly in double columns, in the popular dailies and evening papers.

THE FIRST DISTRIBUTION PLAN

Obviously it would not have been efficient to spend money at this rate without securing trade representation. Mr. Wrigley conceived the idea that the way to get trade started was to give the retailers enough goods to supply the first demand. Accordingly, he set out and gave anyone who would take it a box of 20 packets, and assured him that the advertising would sell the goods. After this more could be bought.

But the retailers did not buy more. The retailers did not do anything to help the business. They argued that what they could get for nothing must be just about worth nothing—though some of them managed to sell the cases unbroken for small sums.

They would not have done this if a certain demand had not been created. But it was not a widespread demand as yet. The advertising bills were not recovered in sales, and at the end of the year Mr. Jewell took hold of the trade-distribution work.

His scheme was to give the retailers an interest in making a show of the goods. Accordingly he prepared a standard package.

Where a retailer ordered a box of Spearmint, he got the box he ordered and another box free—two boxes for one—together with a good collection of dummies, cards, and other materials for window show, and an explanation that by using these he would not only get the profit on the Spearmint which he had paid for, but also be able to sell the duplicate lot which was given him for nothing and would represent clear profit.

This produced a considerable boom in sales. The window shows were on the whole conscientiously used in good-sized shops. A certain amount of curiosity was created, and people began to buy Spearmint.

But, although there was a decided boom in this second year, the habit had not been created. All that had been done was to awaken curiosity, and the truth about chewing-gum was discovered, namely, that the people with the most money had not been ripe for the inculcation of a new habit, and that the bulk of the sale was coming from the working classes.

POPULAR TRADE CAPTURED

Accordingly, Mr. Wrigley introduced a small wholesale box of eight packets, each bar separately wrapped, so that small shops could break the bulk and sell chewing-gum for one cent a stick.

Having instituted this reform, he went after the small trade, advertising in a popular style, and making a selling point that chewing-gum with the Wrigley flavor—the flavor that lasts a long time—was a good thing for preventing thirst and fatigue, that it saved a cigarette, and that it was good for the teeth.

The smaller shops began to order a lot of Spearmint, and to-day there is hardly a confectioner's shop, big or little, that does not carry it. Even the big chain stores in the confectionery line, which as a rule will not carry proprietary sweets any more than they can help, carry Spearmint, because the British nation does not produce chewing-gum, and does not know how to make it.

Accessory to the newspaper advertising is advertising on street-cars, and also an elaborate system of big signs attached to the roll-up blinds that are largely used to shade confectioners' windows in the hot weather. Signs advertising other things that a confectioner has for sale along with Spearmint were a great success. A retailer could get a sort of flag sign reading, "Ices, Wrigley's Spearmint"; "Teas, Wrigley's Spearmint," and so on. Since the war, a good deal of successful advertising has been done reminding people to send Spearmint to soldiers in the trenches. "Avoid alcohol and chew Wrigley's Spearmint Gum" has been a good headline, and illustrated copy with soldier pictures prominent is doing good work. The Y. M. C. A. realizes the advantage of Spearmint as a substitute for alcohol and cigarettes, and sells it in the Y. M. C. A. tents which have been put up all over the country for soldiers under training.

Thus persistent and persevering advertising, coupled with the discovery of the right method of trade organization, has had the effect of creating, at all events in the working class here, a habit which the British did not formerly possess.

Wm. H. Putnam Resigns from New York "Herald"

William H. Putnam has resigned as advertising manager of the New York *Herald* and joined the staff of the New York *Evening Mail*. He is succeeded on the *Herald* by George Holland, who has been with the paper since August. Previously, Mr. Holland was associated with the Boston *Herald*, New York *Press*, and papers in other cities.

H. H. Hershey Is President of Columbus Ad Club

The Columbus, Ohio, Advertising Club has elected as president, H. H. Hershey, who is business and advertising manager of the Peruna Company.

Clyde Smith with Dunlap-Ward

Clyde Smith has resigned from the Detroit office of the J. Walter Thompson Company and joined the staff of the Dunlap-Ward Company.

Just then a check for $100 dropped out—

Rather reluctantly the Multi-Metal Separating Screen Company of New York, were persuaded to advertise their "Pulmosan Respirator"— a device which fits over a miner's mouth and nose and prevents rock-dust from getting into his lungs.

"Well, we'll try out a couple of ads in your paper and see how it works," they said in effect.

The paper was the Engineering and Mining Journal and the first ad appeared August 7.

Shortly after "the couple of ads" were run our representative called upon the company to see how things were developing. He found one of the partners opening his mail. From out a foreign letter dropped a check for $100.

"Send me as many of these Respirators as this amount pays for," ran the message.

It was just one answer out of many to The Engineering and Mining Journal ads. From the first ad alone they received over $400 direct in cash.

They have signed a contract to use twenty pages in

The Engineering and Mining Journal

One of the five Hill Engineering Weeklies published at 10th Ave. and 36th St., New York City. The others are *Engineering News, American Machinist, Power* and *Coal Age.* All Members of the A. B. C.

The local advertisers of New York show a decided preference for the SUNDAY AMERICAN by giving to it more display advertising and more money than they give to any one of the other New York Sunday newspapers.

During October, 1915, the SUNDAY AMERICAN printed 1290¾ columns of strictly local display advertising—an increase of 367 columns over the same month last year.

This volume of business was greater than that printed in the second newspaper by 310½ columns.

The money excess over the second paper was $30,429.00.

The SUNDAY AMERICAN'S volume was greater than that printed in the third newspaper by 558 columns.

The money excess over the third paper was $54,684.00.

The SUNDAY AMERICAN'S volume was greater than that printed in the fourth newspaper by 627 columns.

The money excess over the fourth paper was $61,446.00.

The SUNDAY AMERICAN'S volume was greater than the combined volume of the fifth, sixth and seventh newspapers by 467¼ columns.

The money excess over the combined local display advertising receipts of the fifth, sixth and seventh papers was $45,815.00.

The character of the local display advertising printed in the SUNDAY AMERICAN appeals very strongly to all of the other Sunday newspapers, for their representatives try very hard to get it.

The experience of New York local advertisers has taught them which newspaper brings to them the greater volume of business. They know the value of each of their home newspapers and patronize them accordingly.

A newspaper is always estimated at its true worth in its Home Town.

Local advertisers know and appreciate the true value of the NEW YORK SUNDAY AMERICAN.

Otherwise, they would not give to it so much more space and such a marked money excess over that spent by them in the other New York Sunday newspapers.

Business men know that advertising must yield a volume of trade to justify the percentage spent for it on the gross business done. This percentage averages, as you know, from 2½ to 5%.

On the basis of the money spent by local advertisers in the NEW YORK SUNDAY AMERICAN, the readers of the paper must return to them a volume of trade in excess of $20,000,000 annually—the figure being nearer thirty million dollars than twenty.

They know SUNDAY AMERICAN readers DO give them this enormous volume. That is the real reason why the paper gets the greater volume of space and the larger amount of cash.

The preponderance of local display advertising is attractive to general advertisers because they have given to the Sunday and Daily American an excess of 70% in cash this Fall over last Fall.

The newspaper that stands the strongest in its own community is the most valuable medium for general advertisers to use.

That is as true today as it always has been—and it always will be true.

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY and SUNDAY

Member Audit Bureau of Circulations

Friend Competitor—What He Missed

How Harden showed his chief that country trade could be secured and overhead expense thereby be cut down.

"Hold up, Harden, don't show me all those figures," exclaimed the president, waving the sales manager's papers aside. "What's the net of it? We make good tools, our prices are right, but that Keen Edge crowd are cutting in on us with their special prices and quantity shipments."

"You're right, they are," replied Harden, "and it's getting worse. We're all scrapping like hungry dogs, all trying to get the same trade.

"My figures show we're all working like Sam Hill to get the city business, and nobody's going after the country trade. There are forty-two million city folks and fifty-two million country folks. Competition gets worse in the cities every day, so I want us to be first to go after country trade, where we'll have clear sailing for a while, anyway."

"But, Harden," objected the president, "are farmers good buyers?"

"Well, they buy 72% of all the automobiles—does that answer you sufficiently? Or do you want to see my figures proving that the average farmer buys more than twice as many tools as the average city man, that he buys quality trade-marked goods when he knows about them, that our trading center dealers are already selling some of our tools to their country trade and want to sell more, that it wouldn't cost us more than $10,000 to $12,000 the first year to start building ourselves in the country, that"—

"Hold on, Harden, if you've got that much figured out, I know you've got the rest of it all worked up, too—so go ahead, and be quick about it, before somebody else gets started."

You will get the facts, the real basis for Harden's campaigns by reading the same publication "Gumption," which helped him solve his rising-cost-of-sales troubles.

"Gumption" is full of commonsense about country selling, with dull statistics left out. Your copy is ready.

Write to The Farm Journal, Philadelphia, explain your problem and ask for "Gumption." Be sure to say who handles your sales work and give the name of your advertising agency.

And remember that The Farm Journal is the only farm paper with over a million circulation. 93% of it is concentrated where you do the big bulk of your business.

You have time to consider matters fully—January Farm Journal closes December 5th.

(Advertisement)

Retailer Tells Why He Boosts or "Knifes" a Brand

Some Plain Tales from Behind the Counter

By G. I. Schreiber

Druggist at Newark, N. J. (449 Broad Street)

[EDITORIAL NOTE.—PRINTERS' INK believes that Mr. Schreiber is entitled to the floor to have his say about some things which, as he puts it, "have made him ache." According to his letterhead, Mr. Schreiber, besides handling drugs and allied lines, is agent for American Druggists' Syndicate, Eastman Kodak Company, Belle Mead Sweets and National Cigar Stores Company.]

Editor of PRINTERS' INK:

I HAVE just finished reading the article, "What Is the Value of Your Trade Relations?" by S. C. Lambert, in your issue of October 28, and I just couldn't resist letting you know how it impressed me and the train of thought it started.

I read many things in PRINTERS' INK that just make me ache to write about, but not being given much to writing, I do not feel very competent in voicing my thoughts in this manner. Besides this the thought that the lone little voice of a small retail druggist would not carry very far alongside of the well-known and influential men writing for your publication has also weighed against my writing you. The following may not be worthy of receiving the light of publicity, but I believe I will feel better after I have written it, so here goes.

In the first place, Mr. Lambert must certainly be congratulated. To my mind he either has been in the retail or wholesale business himself, or has had the opportunity of associating with one or both and has made much of his opportunity. I am wondering how many of your readers there are who, instead of making a study of this article to see whether it does not apply to them, will read it over once and think, "Mighty good stuff," and let it go at that. I know many a concern whose goods I am selling and who have contributed some of the extremely interesting articles appearing in your publication, who could and would get more of my business if they would show an intelligent appreciation of the problems that daily confront me.

Mr. Lambert portrays very graphically the fate of numerous concerns who, acting on the belief that they were I-t, with a capital I, found to their sorrow, after the trade got through with them that they were N-i-t. The capital I shrunk to a little one sandwiched in and crushed by the other two. A sad, sad ending, but only what they so justly deserved. In his article he touches on some concerns dealing with the drugstores. He doesn't mention any names, but every druggist knows what concerns he refers to. Personally, I do not believe in hiding names, but I can appreciate Mr. Lambert's reasons for not disclosing them. I believe, however, that any concern that makes a mistake should know of it. Writing directly to a firm seldom does any good, as it is simply turned over to a correspondent who, in a perfunctory manner, sends what he believes is a clever letter, full of soft soap and plausibility, but which aggravates instead of soothes the feelings of the man who gets it. I know, because I have had the delectable experience of getting a letter that has about as much to do with my complaint as I have with the weather.

CLASSIFIES CONCERNS IN FOUR DIVISIONS

The concerns I do business with just naturally fall into four classes:

First. In this class are the concerns who merit our co-operation.

Second. This class comprises those concerns to whom we are indifferent.

Third. In this class are the concerns who merit our antagonism.

Fourth. The concerns in this class are the enemies of the drug business.

I will take the second class first, as we can get through with them very easily. From time to time we are solicited to buy new preparations which are simply designed to add another to a class already well filled. There is nothing new about them but the name, and it is a matter of indifference to me whether they succeed or fail. We are entirely passive in the matter, and give neither our co-operation nor our antagonism.

For example: I was very much interested in the article by the founder of the Sterling Gum Company, but simply from an advertising standpoint. From a merchandising standpoint, I have no interest in the gum whatsoever. It is merely another gum, offers us no bigger profit than any of the others, and if it sells better than Wrigley's, or Beech-Nut, or Adams's is a matter that interests us very little, or if it sells not at all we should worry. Personally, I am impressed with the style of the advertising of Sterling Gum, and, believe me, if they would come along with a proposition that would show that they are thinking of me, the dealer, they could have my services, my clerk's services, and my window, and it wouldn't cost them a great deal to get all this. By just simply giving the dealer a little more profit than the other manufacturers, they would jump from the second to the first class, and we would both gain by it. . . .

Merely to furnish a concrete example: I just got back to this letter after waiting on a lady, who, among other items, asked me for some gum. She didn't specify, and as it is a matter of indifference to me what gum she took, I mentioned all the different kinds, and she chose Wrigley's. Now, suppose I was interested enough in Sterling Gum to *desire* to sell this in preference to any other on the market. She certainly would have gone out with Sterling Gum and no other.

I am willing to wager a good sum that out of every ten boxes of gum sold in my store we could sell eight of an advertised brand that we could make more profit on. Some day one of them will wake up, and then good-bye to the rest. I am really surprised that the head of the Sterling Gum concern has not already been on the job, because, being connected formerly with Eli Lilly & Co., he ought to know that it is their co-operation with the druggist that has caused their success. It may be that he thinks because this is a five-cent proposition that it doesn't pay. If so, he ought to step into my place some day and I can enlighten him very quickly on this point. I simply pick out this gum because they are just now advertising so much that you can't get away from it.

ADVERTISERS WHO ANTAGONIZE THE TRADE

In the third class are those who by their advertising antagonize the trade so that every chance we get we go for them. It may be because they sell their goods to the chain and department stores at a lower figure than they sell to us, so that they can sell at such a low price that it pays the druggists to buy these items from the chain stores and department stores instead of through the regular channels. It may be because they endeavor to give the public the impression that every druggist is a substitutor, and a crook, and that they are the only honest people that the Lord in His infinite wisdom created. It may be that they do not believe in giving us a living profit, which is so common amongst the manufacturers selling through drug channels that the motto adopted by our National Association is "Live and let live." One would think that conditions in a line must be extremely bad when a motto like this must be displayed on all our stationery and special attention drawn to it in the editorial columns of our official journal.

Why they are so foolish is what

I can never understand. It seems to me that they ought to look on the men who sell their goods as partners, and surely a partner is one with whom it pays to be on good terms. Perhaps they think, as Mr. Lambert says, "that they have the world by the tail." But we are not helpless, and, personally, when anybody hits me, I hit him back, and this is human nature and you cannot get around it. Here is a recent incident as an example. A man comes in for a certain cold remedy, said remedy always in their advertisements shouting beware of the substituting druggist. The only way I can get back at them is to discourage the use of the remedy. I would be satisfied to put this concern in the second class, but they won't let me. Being an advertised article, I am willing to hand it out without any showing of animosity, but unfortunately I am so constituted by nature that I just simply cannot give the other side of my face when one side has been slapped, so I proceed about as follows:

Mr. Man has asked me for the cold remedy, and while I am wrapping it up I say very nicely, with just the right amount of sympathy in my voice, "What's the trouble, caught a cold?" Now, this is, of course, a foolish question. I don't imagine for one minute that Mr. Man is buying the cold tablets to put in his gun to shoot rats with, though they might do this very thing, come to think of it. But it somehow doesn't strike Mr. Man as foolish. It shows him I am a man with a heart and interested in his troubles, and he immediately starts to tell me how he got the cold, how long he had it, how many children his father had, the disposition of each one, and Mr. Man *goes out with a substitute.*

As long as Mr. Manufacturer gives me and my brother druggists the name we may as well have the game, and the profit. I seriously object to anyone calling

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

me names and this is my method of showing my objections. I have read many articles on the subject inspired by the ones whom this method of selling goods hurts, but I do not feel that I am a substitutor. Mr. Advertiser might call me a substitutor if I gave this man something he didn't want, but I call it the same kind of salesmanship that induces a dealer to switch over to another line after he is sold on some other. When Mr. Man has a cold which Mr. Advertiser has no share in creating he was fish for the first fisher whose bait he swallowed. If Mr. Advertiser was never born, this man would have had the cold just the same, and he would have looked around for something for his cold just the same. Mr. Advertiser sold this man his remedy, *but he wasn't a good enough salesman to stand the right kind of competition.* It is too bad that I must compete against this manufacturer, but he is the reason, not I.

THOSE WHO CUT PRICES TO CHAINS AND DEPARTMENT STORES

In the third class with the above are those who cut their prices to the chain and department stores. Those who are particularly flagrant in this respect we punish by not handling their goods at all. In this class are also those who for slight reasons, and sometimes for no reasons, raise the price of their goods so there is no margin left, and who show they do not favor our injunction, "Live and let live." Without doing anything in concert that could be legally called restraint of trade, the druggists have succeeded in placing a few of the big ones on the carpet. Some of the concerns that were selling their goods by the carload are never heard of any more, and the druggists are the ones who put them there. It is a pretty bad thing for a concern when it does anything that causes druggists to talk against it, whenever and wherever they foregather.

As an instance: A certain manufacturer of tooth paste saddled the so-called war tax on cosmetics on to the druggist in this manner. Being a 25-cent article, they are required to place a stamp costing five-eighths cent on each package. The cost to them is seven and one-half cents a dozen, and they raised the price 25 cents a dozen, evidently charging us 17½ cents for the labor required to stick the stamps on the package. From a passive handler we have been forced into an antagonistic handler, with the result that sales of this tooth paste in my store bear a very, very small proportion to the number of calls.

WHY HE CEASED HANDLING A BRANDED CANDY

To show what a powerful force the dealer can exert I will give another instance: For 15 years I have been pushing and featuring Apollo Chocolates. My store was the first store to handle this candy in the State of New Jersey, and my purchases were the second largest in this city, if not in the State. The store that I know sold more of this candy than my store was induced to handle this line by the man I worked for in this very store, who went to work for this other party. The party that bought more Apollo Chocolates than I did is Mr. Holzhauer, one of the best-known druggists in this State, and his store is on, what was stated in an article in the *Saturday Evening Post,* the second busiest corner in the United States. For a matter of 10 years Mr. Holzhauer had been pushing Apollo Chocolates, and through these two stores as a nucleus the sale for this candy has spread all over this section of the State.

One Friday evening I picked up the local paper and there I saw that the Riker-Hegeman Corporation would, on the following day, give "Free with all sales amounting to $1.50 a 40-cent box of Class A Apollo Chocolates." Now, I have nothing against the Riker-Hegeman Corporation selling Apollo Chocolates. They sell many things that I sell, and it's part of the game, and the best one will win. But when a few of the regular customers said to

Year After Year Because It Pays

572 advertisers used 375,392 lines in 1914 in Collier's.

The same 572 advertisers used 584,223 lines in 1915.

The same 572 advertisers have already ordered 174,136 lines in 1916.

(Oct. 15th figures)

5¢ a copy

Collier's

THE NATIONAL WEEKLY

A. G. F. Hammesfahr

Sales Manager of Advertising

"A Wonderful Inducement for Our Customers"

POOLE DRY GOODS COMPANY
Springfield, Mass. October 30, 1915

We wish to go on record as saying that we consider The Sperry Magazine a wonderful inducement for our customers. They like your stories and all await anxiously for the next number.

We wish to thank you for such an excellent magazine and would like very much to increase the quantity from 5,000 to 10,000. Ten Thousand would be nearer the number of magazines we could use each month.

Yours very truly,

JCP/AAD POOLE DRY GOODS CO.

The Reader's Viewpoint

Chicago, Ill., Nov. 4, 1915

Your receipt (50 cents for a year's subscription) received. Your magazine already certainly gives more than it ought to for the price you charge. Being very enthusiastic over your magazine, I have already turned over several copies to friends. Hope some of the names enclosed will bring you subscriptions. Will do anything I can to boost your magazine.

(Signed) ANNA LINDBERG,
2504 Wentworth Ave, Chicago, Ill.

¶ These letters fairly express the opinion of hundreds of the most progressive merchants in America, and of hundreds of thousands of enthusiastic readers, many of whom are subscribing.

¶ INCREASE ***Your Sales*** by taking advantage of this hearty Dealer-Co-operation in advertising and featuring The Sperry Magazine each month and the enthusiastic Reader-Interest of 500,000 intelligent Women-Who-Buy.

Purposely, rates are low.
May we give you details?

THE SPERRY MAGAZINE

Two West Forty-Fifth Street - New York
WILLIAM STARR BULLOCK, *Business Manager*

me, "I guess I'll get my Apollo Chocolates down at Riker's this week, they won't cost me anything," I couldn't help but see where this kind of business was going to go against me. Here for 15 years I had been pushing this candy, and now the customers that I had made, the customers whom I had induced to try this candy in preference to others on the market, were going where they could get the candy for nothing. It developed afterward that Mr. Holzhauer, and many others of my brother druggists were thinking in the same groove, and we acted accordingly. I quietly looked around for a good candy worthy of taking the place of Apollo, for I will say that Apollo Chocolates cannot be beat. I found their equal, however, after trying out numerous other makes. A peculiar coincidence is that although I haven't seen Mr. Holzhauer so we could talk the matter over, as we know each other well, I notice in passing his place in the car that he is pushing the identical brand of chocolates that I am, to take the place of the old. Here is a case where a concern of the first class degenerated, according to my classification, into the third class, and it will not be very long before they will be in the fourth class. If they would have taken care to see that the Riker company sold their goods so that their old customers' trade would not be broken up, then they certainly would have been the gainer. They would have been able to sell their candy through Riker and we would have sold just as much. Now they are selling Riker and not selling me and others. Many a salesman would count himself lucky to get my candy account, and where my bills run in the hundreds, Mr. Holzhauer's bills run into the thousands.

In the fourth class, we place those concerns whose goods we will not sell under any circumstances, no matter what the demand. Our reason for this is usually because the goods are not such that a respectable druggist can sell them, and I wish that the newspapers who advertise them would feel that they are lacking self-respect when they demean themselves by accepting advertisements for preparations that any intelligent advertising man can see are fakes pure and simple. I asked one advertising man why he accepts such trash, and his answer was, "You can't expect us to furnish brains to our readers." I hope some day his viewpoint will change.

In the fourth class, I might add, would be concerns with whom we have done business and who, like the F. H. Roberts Company, who make the Apollo Chocolates, have fallen by the wayside. Personally, it feels like parting with an old friend to sever connections of 15 years' standing, but they are rated according to their class, and I never let business interfere with my feelings, unless there is a moral issue involved.

CONCERNS THAT EARN RATING IN FIRST CLASS

The first and best class we leave for last. It is easy to see by the foregoing what concerns we place in the first class. Those concerns who have proved that they stand for a square deal and are working for the dealer's interests can have any part of the store or windows for display, my services are theirs, and my clerks' time is at their disposal. I look upon them as friends of mine and stand willing at any time to demonstrate my friendship.

Sad to say, there are not many concerns that I can count as my friends. There are only just about enough to cover the fingers of one hand. They are as follows: Eastman Kodak Company, American Druggists' Syndicate, Eli Lilly & Co., Palmer's Skin Success Company, Ingersoll Watch Company, and perhaps the new candy company. Just five concerns out of the hundreds of concerns whose articles we sell! Isn't there something wrong with the viewpoint of all these people who cannot see what a tremendous field there is, requiring merely some intensive cultivation? When I look at the numerous ad-

vertisements in the various magazines, I often sigh and think what a waste. If only some of the advertisers would make the dealer a proposition that would show that they realize what a dealer is up against, how much easier it would be for us and for them! As it is we must class them as second, third and sometimes fourth, when we would so like to class them all as first.

Well, I imagine that you must feel rather tired of all this outpouring. I have gone over it, and in writing it does not seem near as good as I thought it would be, but I will let it go through just the same. I have mixed the I's and the we's so that it will be hard to tell who is writing this, but let it stand, as it is getting late. If you think your readers will be interested, go ahead and print it. If you do, I hope you will trim it up a little so it will be better than it is at present. If you do not care to print the names mentioned, you can eliminate them. So far as I am concerned, I think it will carry more weight to give the names. Everything I have said is the truth, and the truth is always safe to print.

I am, Sincerely,

G. I. SCHREIBER.

Was Lack of Advertising Responsible?

The report of the Chicago & Alton Railroad for the year ended June 30, 1915, showed a decrease in passenger traffic of 7.03 per cent as compared with the previous year or, expressed in dollars, $290,395. The same report shows a decrease in traffic expenses of $75,629 and states that the main item in this decrease was the smaller outlay in advertising.

The Chicago & Alton conducted an aggressive advertising campaign in 1913-14, to build up passenger patronage, but abated somewhat its activity in this line during the period covered by the current report.

Music Publisher to Use Magazines

Another big "consumer" advertising campaign in favor of popular music is announced, this time by the Waterson, Berlin & Snyder Company, of New York, which is using a list of leading magazines to feature three current successes, "Araby," "When I Leave the World Behind" and "I'm Simply Crazy Over You."

When Misfortune Became Opportunity

The General Fireproofing Company, maker of "Allsteel" office equipment, recently opened an office and display room in Boston, on Federal Street.

The window displays were interesting and attractive—too much so in the following instance. An "Allsteel" filing cabinet was shown with the correspondence drawer open and five one-dollar bills projecting from different parts of the alphabetical divisions and over all the sign:

"How do you file *your* money?
Your records are valuable.
Protect them in 'Allsteel' Cabinets."

Of course, the money attracted attention and recently in the middle of the night someone decided he would "crib" the display. He, therefore, smashed the show window with a rock and stole the five dollars.

About seven o'clock the same morning the manager saw not only a broken window and trouble, but likewise opportunity, and in a few minutes a 2x3-foot sign, hastily prepared, but legible, appeared in the window reading:

"They smashed this window to get part of our display. If our goods are as good as that you'd better investigate. Our valuables are kept in General Fireproofing Safes—so we should worry."

Soon Boston men going to their offices from South Station began to note and wonder, and all day long groups stopped to look—and stayed long enough to view the rest of the window display.

The next morning the same crowds saw that the plate-glass window had been replaced by a new one and inside where the sign had been was a life-size stucco bulldog with one paw firmly planted on five crisp one-dollar bills and a neat sign reading:

"They came back home."

This is all true, excepting that at this writing the original five dollars are still missing.

Appropriation Goes in Other Direct Advertising

PRATT & LAMBERT
INCORPORATED
VARNISH MAKERS
BUFFALO, N. Y., Nov. 4, 1915.

Editor of PRINTERS' INK:

We note an article in the last issue of PRINTERS' INK stating that we had given up our house-organ "Varnish Talks." While we have given up our house-organs "Varnish Talks," which goes to painters, and "Selling Power," which goes to dealers, we have taken the appropriation for them plus an additional amount and expended it for direct-mail features of a more commercial order going to painters and dealers.

PRATT & LAMBERT, INC.

To Advertise Timetables

The American Traffic Association, in convention last week at French Lick, Ind., decided to revive the old custom of advertising the time of arrival and departure of trains in the newspapers.

Eugene Field

lives again in

Thos. Augustine Daly

America's Foremost
Poet and Philosopher
of the City Streets

The Latest Addition to the Staff of

THE EVENING LEDGER

PHILADELPHIA

Who is Tom Daly?

For most American newspaper readers, a needless question.

Thousands upon thousands know and love our TOM—roseate realist, poet, philosopher, humorist, romanticist of the city streets.

Perhaps he is best known for his poems in Italian and Irish dialect—poems that bare to us the sentiment, the music, the humor and the pathos that lurk in the soul of the stranger within our gates.

TOM DALY is the man who can see a reincarnate "Michael Angelo" in an Italian barber or discover "Garibaldi's" heart beating beneath the coat of a homeward bound reservist.

His pen points out to us a tongue-tied "Burke" or a dumb "Tom Moore" in some untutored Irish lad fresh from the "ould sod."

Great was Eugene Field. But his pen is now laid by.

TOM DALY is yet among us. His lyric power is growing. Many observers believe that Eugene Field's mantle has fallen upon Daly.

What Daly Means to Philadelphia Readers

As a native Philadelphian, Daly comments on Philadelphia men and manners. Philadelphians see themselves and their haunts and habits through the whimsical spectacles of our "TOM."

And whether he writes of the people of "Little Italy" or of the great folks that dwell in the mansions of Rittenhouse Square, his comments will be mellow with that true humor that is born only of broad understanding and kindly tolerance for small faults.

The writings of this gentle student of human nature appeal to every reader who has within him a spark of human kindness for his fellowman.

As F. P. A., of the New York "Tribune," said of Daly's work years ago: "Occasionally in spite of popularity a thing has merit. Sometimes the 'general' like caviare. To please the motorman without writing down, and the college professor without posing, is about as far as ambition goes—as far as it need."

WITH the present excellence of the various news services among *good* newspapers, circulation must be increased largely on features and prestige.

In Philadelphia, the EVENING LEDGER prestige is a matter beyond question.

The addition of Thomas A. Daly, America's bright, new "columner," to the LEDGER staff of regular contributors is proving a circulation builder, phenomenal even among features that have brought the EVENING LEDGER one of the fastest growing circulations in newspaper history.

Advertisers and advertising agents who do not consider the EVENING LEDGER—or preferably the PUBLIC LEDGER–EVENING LEDGER in combination—are overlooking one of the best advertising opportunities in the market.

The EVENING LEDGER,	100,608 daily circulation,	*20c per line*
The PUBLIC LEDGER,	60,000 daily circulation,	*20c per line*
Both papers - -	160,608 daily circulation,	*25c per line*
PUBLIC LEDGER, Sunday edition,	115,000 circulation,	*20c per line*

Thomas A. Daly's verse and prose appearing in the EVENING LEDGER are syndicated for use by newspapers in other cities, the matter of interest to Philadelphians alone being eliminated. Further details on request.

EVENING LEDGER
INDEPENDENCE SQUARE
PHILADELPHIA

Lessening the Waste in Dealer Helps

Joseph Schaffner and Other Advertisers Tell of New Plans and Methods for Making Sure Dealer Helps Are Used

[EDITORIAL NOTE.—This is the second of a series of articles describing the dealer helps that are being furnished to advertisers this fall and the methods used in distributing them. The articles are based on a careful inquiry among selected advertisers and dealers all over the country and in every line of business. The first article appeared in the issue of October 28th and dealt with the new tendencies seen in this fall's dealer material. Succeeding articles will cover other phases of this form of advertising.]

IN a preceding article mention was made of the advances this fall in the way of controlling the waste of dealer helps. While it is not possible to summarize these newer methods of distribution into hard and fast rules, it is possible to pick out from the 94 letters received by PRINTERS' INK some of the particularly suggestive methods, and offer them as adaptable examples of what has been done.

Some of these methods will be revolutionary, aiming as they do at glaring errors in present methods of distributing dealer material, but they should be helpful to those advertisers who are already at work on next season's dealer material.

No less an authority on dealer co-operation than Joseph Schaffner, of the clothing firm of Hart, Schaffner & Marx, is responsible for the opinion that the present-day practice of getting out a lot of dealer material, and then putting it up to the dealer with a grand hip-hip-hooray is all wrong. "There has been too much of the spectacular, the clever, and the insincere about the way most of us have set out to distribute dealer material," declared Mr. Schaffner to a representative of PRINTERS' INK. "There has been too much dealer-baiting, and the dealers not only won't act on it, but it positively riles them up to get what you advertising men call 'splashy' circulars telling them about the business they are going to do, as soon as they put up the dealer helps in question.

See this poster in COLLIER'S and the POST this week.

Hart Schaffner & Marx Clothes

Los Angeles
October 7th,
1 9 1 6

— for Mr. Romer:

Maybe it will please you to know that we have a "convenience card" filed for you. Completely filled out with your sizes and preferences, the card makes it possible for you to telephone or drop a post-card and get exactly what you want without having to come yourself—though we are always glad to have you call. Your card is not complete in information. Would you mind calling and have a salesman fix it?

Because it is time for heavier underwear prompted us to write you that we may have the right information for your convenience when you are ready to make a change.

—always here you'll find your exact size and the kind you like. There's not a build of man but what can get what he wants at this home of Hart, Schaffner & Marx good clothes.

Yours very truly,

J. B. Silverwood

Broadway at 6th
Los Angeles

N.B.
—some distinctive cravatings came in yesterday!

A SUGGESTIVE WAY OF LINKING UP THE DEALER'S STORE WITH MANUFACTURERS' LINE AND ADVERTISING

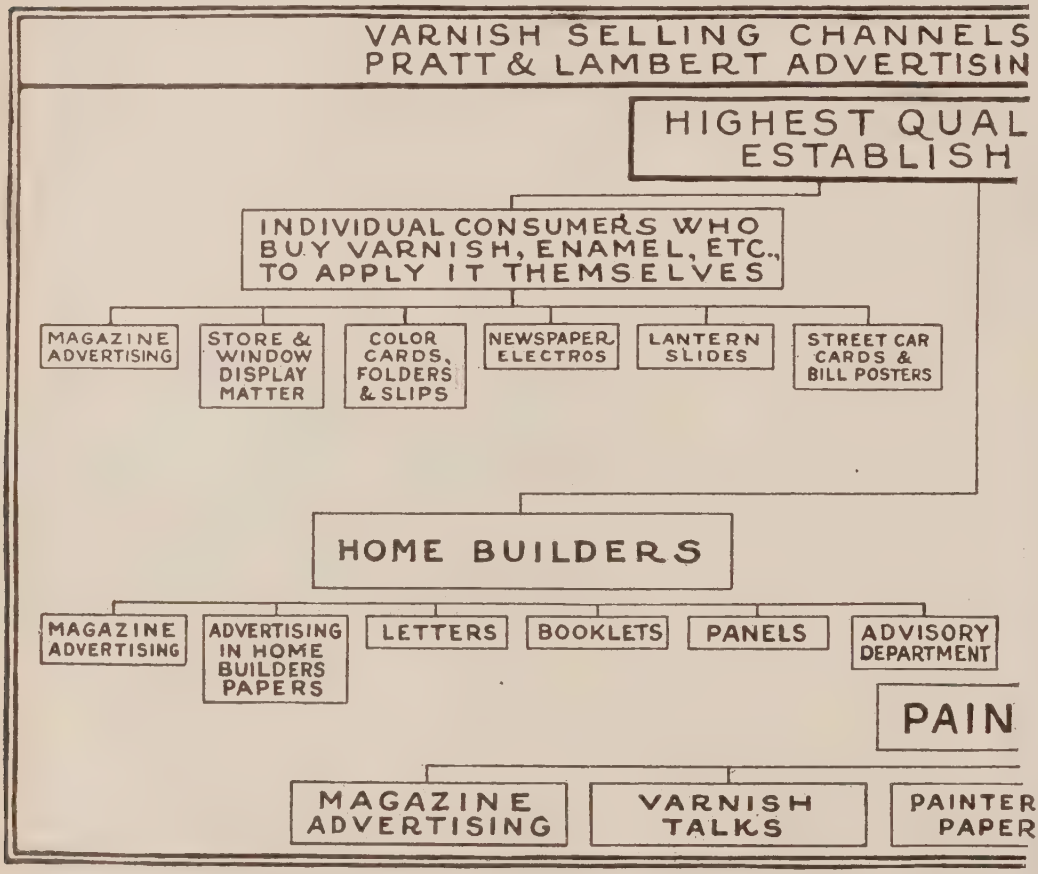
"We are going at things from an entirely different angle this year. We give the dealer credit for knowing that because something is good for one dealer it does not always follow that it is good for all. We recognize the feeling every merchant has that there is something just a bit different about his store from the average, and in working with him, we approach and deal with him on that basis. Instead of flashing flaring-red headlines under his nose, we reach him with personally written letters. These letters display a knowledge of the exact conditions he is up against. They are personal in every sense of the word. We don't try to lump 35,000 dealers into a melting pot and then proceed to read them a sermon that is 50 miles from hitting the mark.

"When the dealer receives a personal letter from the advertiser he pays some attention to what it says. It appeals to him. It pleases him. And if the advertiser states his case accurately he will receive from the dealer a promise of co-operation that is a real promise. He can depend on it that any dealer who will write back to him and say he would like to have his material will put it to a most profitable use."

WHEN THE DEALER LIST IS UNWIELDY

At first thought it seems preposterous to think of writing personal letters to thousands of dealers. To the advertising man used to getting out letters in wholesale quantities it seems out of all reason; but when you look on it as a cold business proposition it pays. And anything that pays in business is justified. According to a very careful inquiry made by the Sherwin-Williams Company last year the waste in dealer trims was 50 per cent, so you can see that the matter is larger than a mere trifle.

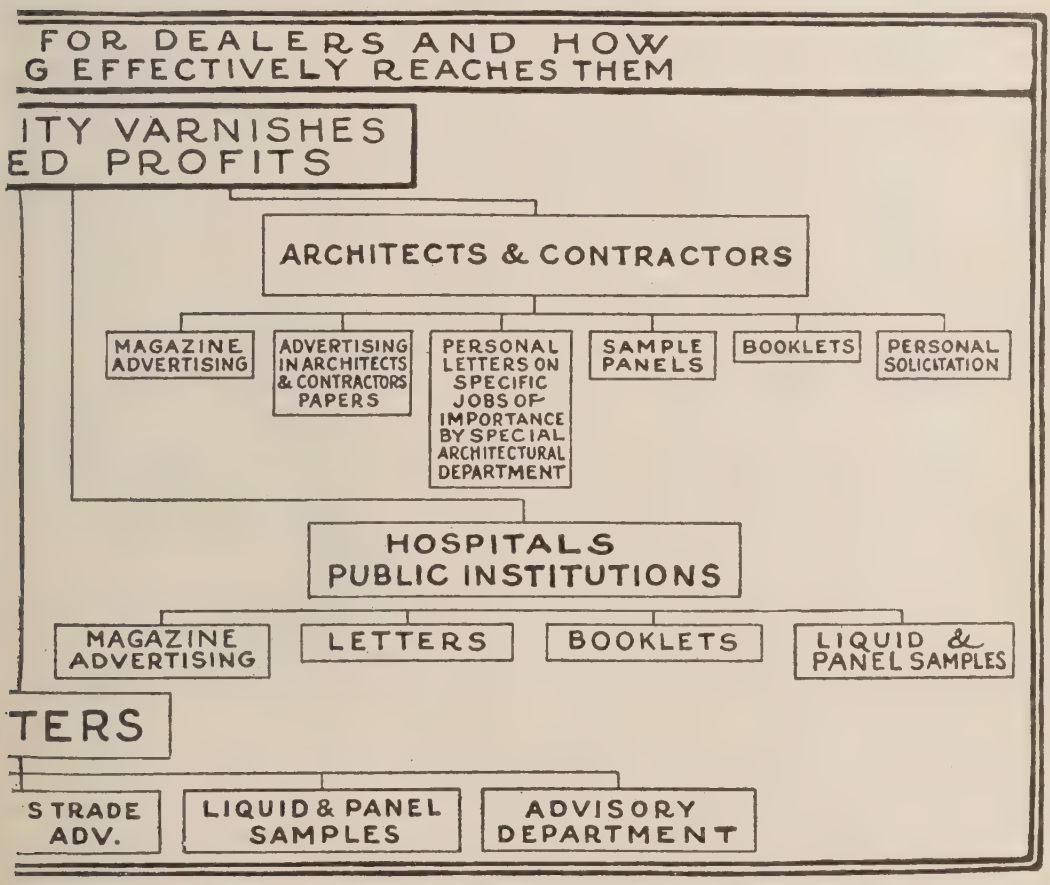
The Sherwin-Williams Company, however, proposes to take up this lost effort this season. "In the face of our investigation, conducted through our representatives," writes C. M. Lemperly of Sherwin-Williams, "we decided



PRATT & LAMBERT REDUCE WASTE BY GRAPHICALLY DEMONSTRATING TO DEALERS

this year to cut down our list of trims 50 per cent, and only furnishing them to dealers who our investigation has proved will use them. By spending the same amount of money on the trims we are able to get greater permanency and beauty.

"Do not understand, from the foregoing, that we believe the plan and idea were not good—in fact, they worked out splendidly as a tie-up for our national publicity and we got exceptional results. From the information we now have, how-



THE NEED OF USING MATERIAL TO CONNECT UP WITH NATIONAL ADVERTISING

ever, we could have done the same thing at a much lower cost, by eliminating the 50 per cent waste."

As this experience of the Sherwin-Williams Company suggests, next in importance to the way the helps are presented to the dealer is the salesman. While there are a few advertisers who insist that the salesman should not be bothered with the distribution of advertising material, they are in the minority. Far and away the largest percentage of the 90-odd advertisers approached by PRINTERS' INK on this subject use their sales organization with telling effect to back up the work of the advertising department.

But—and this is important—those companies that ask their salesmen to assist in distributing dealer helps as a general rule stand willing to make it worth the salesman's trouble to do so. This compensation takes a number of different forms. The Yawman & Erbe Company, for instance, has a clause in its 1915 sales contest whereby a salesman loses a point for his failure to turn in an advertising report on every dealer called on. The company finds that this penalty gets salesmen to talk advertising to the agents, and the resulting reports give the advertising department an accurate birds-eye view of the field conditions. It also enables the department to get out advertising material that the salesmen want. In this way the waste problem is overcome from the inside.

Robert H. Ingersoll & Brother are another concern that believes

waste in dealer material, can be lessened by closer work with the salesmen. "Before issuing a showcase last year we put a photograph of it into the hands of all our salesmen and got a vote on it from a number of our dealers," reads a letter from this advertiser. The salesmen and dealer were both enlisted and their opinions asked, not only because their ideas are regarded as being of value, but particularly because it makes them an interested party in seeing that the new help goes "over."

In other words these companies believe that the distribution of dealer helps is a good deal like the distribution of any other merchandise—before a salesman can be expected to go out and sell the article he has to be sold on it. Merely telling him to do something is a long way from getting it done, regardless of what some advertisers might think.

But when it comes right down to making sure that there is no waste in dealer helps, the methods of the Scott Paper Company are about as close to 100 per cent as it is possible to get. This company has for some years encouraged its salesmen to use automobiles to cover their territory. By hard work they got some of the men started and finally one after the other got cars until now the percentage is quite high. This not only makes it possible for a salesman to sell considerably more merchandise on account of the time saved in getting from store to store, but it fits in nicely with the plans of the advertising department. Having a car, a salesman will gladly put in a package of dealer material and take it right over to the dealer and put it up in his store for him. It is very little extra trouble; it will make that dealer's orders larger, and if properly worked the salesman can capitalize the opportunity and get in quite solid with his customer. Advertisers are coming more and more to appreciate the value of the automobile in sales work, and quite a few of them are now allowing salesmen $50 a month to maintain cars. They find it pays them well in the long run.

But regardless of the part the salesman might play in the distribution of dealer helps, there must always be a certain amount of educational work done on dealers to make them realize the need of tying up their store with national advertising. The dealer must be made to see and realize that the advertiser is not trying to get something for nothing, but the help he gives the dealer is an essential part of a carefully worked out plan.

Pratt & Lambert seem to lead in developing this thought in putting their dealer helps up to the dealer. Instead of "selling" the dealer on the idea of merely using the helps, as most advertisers have done, they make the broader appeal and endeavor to win the dealer over to their entire plan of making sales. To visualize this plan a chart is used, and this in turn is backed up with hundreds of testimonial letters from dealers, architects, painters and consumers. The combined weight of this graphic chart with its backers overbears whatever feeble arguments the dealer might have regarding the plan. He is literally stampeded into endorsing it, and that means doing his share in the way of store advertising, and putting in the trial assortment of varnish. This store advertising is unusually striking, in fact the two vitrolite hangers are the most beautiful pieces of dealer material that have come to our attention this fall. They are printed by the offset process, and it would be a cold-blooded dealer, indeed, that could resist the impulse to put the hanger up in his store.

THE ROOT OF THE WASTE EVIL

This leads up to an underlying principle that must not be slighted in planning next year's helps—getting utility value in the material. This was touched on in our first article, and it ought to be emphasized here, because practically every dealer called upon by the representatives of PRINTERS' INK who conducted this inquiry, deplored the impracticability of most of the dealer helps being furnished. The president of a chain

(*Continued on page 45*)

How TODAY'S Stands With Advertising Agents

Of the twenty advertising agents sending TODAY'S MAGAZINE the most business for 1915 issues, there is not a single agent who has not increased his patronage as compared with 1914.

Seven each used from $3,151.60 to $41,094.05 worth of space in TODAY'S—in every case an increase over last year:

Lord & Thomas
Taylor-Critchfield-Clague Company
D'Arcy Advertising Company
Gundlach Advertising Company
H. W. Kastor & Sons Adv. Company
Robert M. McMullen Company
Mahin Advertising Company

The following agents more than doubled their patronage of TODAY'S this year over last year. 1915 business amounting to $2,406.02 to $24,273.44 each:

J. Walter Thompson Company
Frank Seaman, Inc.
George Batten Company
Charles H. Fuller Company
Williams & Cunnyngham
Frank Presbrey Company
Mallory, Mitchell & Faust, Inc.
A. R. Elliott Advertising
Chappelow Adv. Company
Ewing & Miles, Inc.

Three agents who did not use TODAY'S at all in 1914, rank among the first twenty in 1915. They used from $1,979.25 to $16,051.50 worth of space. They are:

F. Wallis Armstrong Company
Martin V. Keiley Company
M. P. Gould Company

Think what this means!

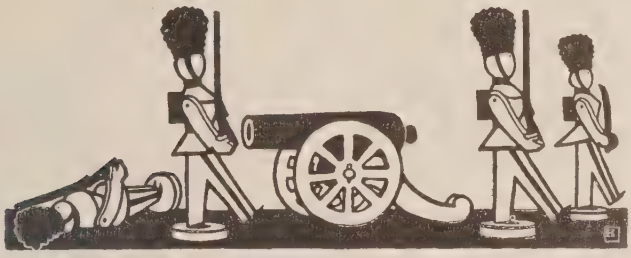
Today's Magazine
461 Fourth Avenue, New York City

Character

"I have taken The Designer for twenty years," one woman writes, "and I would feel I had lost a member of my household without it." Another says, "It seems to fill a spot not touched by the rest of them and I feel lost without it."

Intensely practical departments, smart fashions, wholesome stories, have made The Designer an intimate member of thousands of substantial families.

Advertising and editorial columns share equally the trust of The Designer's readers.



Give War Toys To the Kiddies

So says Secretary of War Lindley M. Garrison in a striking article in the December issue of The Designer. Emphatic exception to this martial viewpoint is taken by Mrs. Fanny Fern Andrews, Organizer and Secretary of the School Peace League.

Two Christmas features are a truly beautiful story, "Christmas Dream Come True," and photographs especially taken in Palestine for "Places Which Jesus Knew."

The Designer helps and it entertains. A cardinal reason for its strength is its balance.

The Designer

One of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit on a guaranteed circulation of 1,400,000. The other two members of The Trio are the Woman's Magazine and The Delineator.

16 VANDAM STREET NEW YORK

To buy on a rising market

IT has been a noteworthy fact that mere bulk of circulation has not been the predominating factor in the value of Good Housekeeping Magazine.

Because of this, the opportunity which presents itself to emphasize substantial and material increases in circulation is a doubly gratifying one.

With a new high water mark passed four months before the close of 1915, it is much to the point to suggest that advertisers planning to use Good Housekeeping during the early months of 1916 will be buying on what might be termed a rising market.

Good Housekeeping Magazine

119 West 40th Street, New York City
C. Henry Hathaway, Advertising Manager

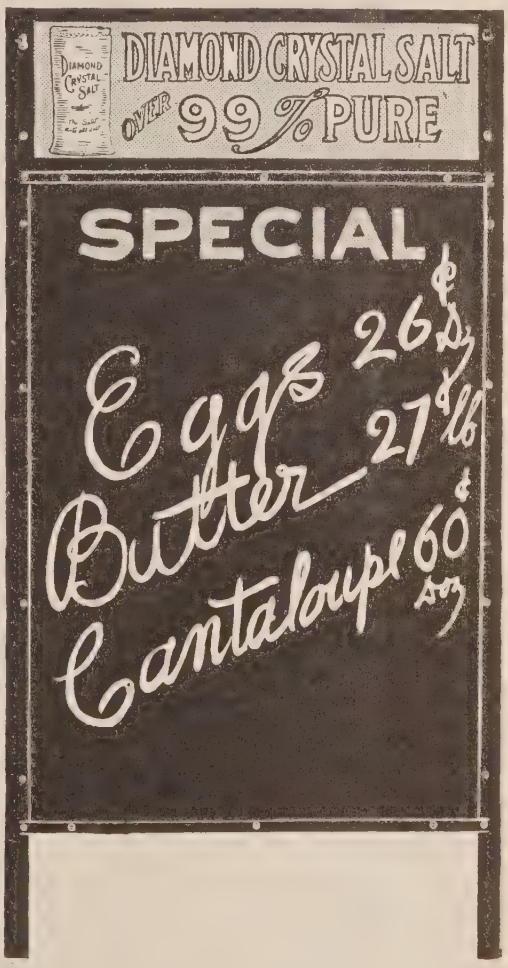
of clothing stores in the Chicago loop district, made the dealers' attitude on this point clear. "With the amount of material being furnished me every year," said Mr. Rossbach, "things have reached a point where we cannot afford to use anything that is not above the average in quality, or does not serve some useful purpose."

One only had to look through these stores to see what Mr. Rossbach meant. Electric flasher signs, and other dealer helps of the better grade, were very much in evidence and enjoyed preferred position. Inasmuch as this is material that can be moved from store to store, in the long run it is not so expensive as some material that is used a few weeks and then thrown aside to make way for something new.

Another advantage about a dealer help which costs considerable to make, but which is economical because of its long life, is the opportunity it gives the advertiser to actually *eliminate* waste. A case in point is the sidewalk blackboard furnished by the Diamond Crystal Salt Company. Before a dealer is furnished with this blackboard he is required to do a certain amount of local advertising, and of course must have a stock of salt to make good on the advertising. This same method of waste reduction is used by this advertiser in the distribution of its recipe book, "A Hundred and One Uses for Salt." "We enclose a postal card with shipments of salt," explained Gordon W. Kingsbury, the company's advertising manager, "which explains to the retailer that *after* he has displayed a window card we will send him 100 copies of the booklet to distribute to his trade. He has to do something to get them, thus we get around the bad feature of throwing something at him. Under this plan we have distributed close to 2,000,000 copies of this book"

The Pacific Coast Borax Company also writes that it no longer distributes recipe books except on request, and even under that plan, has distributed hundreds of thousands. Most of the requests come in from national advertising, this being supplemented by a series of five mailing folders sent to selected lists. "This proposition has worked out remarkably well," writes H. G. Stubbs, "and we are on our second edition of both booklets and folders. We order the folders in million quantities."

These are but two of many letters received from advertisers telling of exceptional results from insisting that dealers write direct to them for material. While sales-



THESE BLACKBOARDS COST $1.50 APIECE AND 6,000 HAVE BEEN PUT OUT

men can help in the distribution of the material and seeing that it is used after it is received by the dealer, most advertisers find that there is a tendency among salesmen to give customers everything in sight: "I'll send you everything," they will say, "then you can use what you like." Salesmen are proverbially liberal with the advertising department's hard-won money. But aside from that, it would be taking a big chance to depend on salesmen to make sure

Reproduction of a page advertisement for the Studebaker Corporation in the November issue of Successful Farming, prepared by Frank Seaman, Inc., N. Y.

Studebaker Says It Again

Just about a year ago we published in Printers' Ink an advertisement headed "'It Covers Our Best Territory'—Studebaker."

We are now in receipt of a letter from Mr. G. L. Willman, Advertising Manager, advising that "the circulation of Successful Farming continues to be coincident with the best sales territory in the United States for Studebaker automobiles."

We are of the opinion that the Studebaker Corporation will say this again next year and the next, and so on year after year "until time runneth not."

For the soil and climalogical conditions of the great Wealth Producing Heart of the Country are fixed, as everlasting as the hills, as regular as the sunrise.

And we feel that Successful Farming will year after year merit favorable consideration by the Studebaker Corporation. It is the Nation's foremost farm monthly, up to date, ably edited, well illustrated—a potent factor in progressive agriculture—published in the center of Agricultural America, and

with the bulk of its more than 700,000 circulation in the territory where farming has been carried to its highest development and where it is uniformly the most profitable.

Many other advertisers feel just the same about Successful Farming and its territory as do the Studebaker Corporation—and many more would if they were thoroughly familiar with the buying power of the agricultural states and used space in our columns.

For the guidance of advertisers who want facts quickly, graphically and accurately presented, we have compiled a set of Definite Data Maps. One of these is shown below. It brings out the point that the "heart zone" is the Nation's greatest livestock territory. Many do not know this and do not realize that in this territory farmers use the most intelligent methods employed anywhere in the world. Instead of selling the grain off their farm they feed the most of it to livestock and thus make a double profit and retain the fertility of their soil.

Would you like a set of these maps?

E. T. MEREDITH

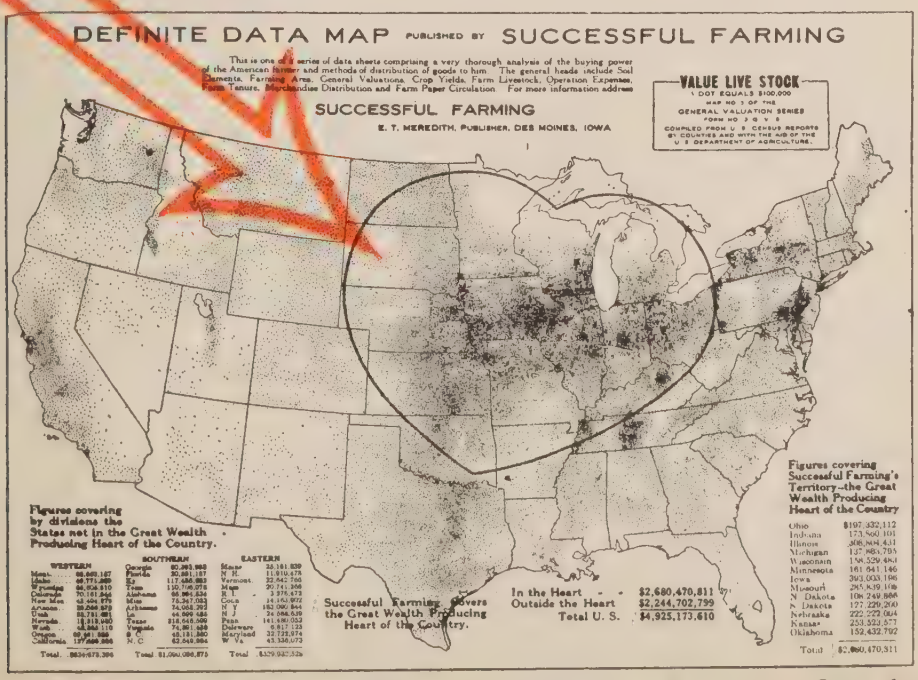
Publisher

Successful Farming

DES MOINES, IOWA

Chicago Office
1119 Advertising Building

New York Office
1 Madison Avenue



A Definite Data Map, showing the location of livestock. One dot equals $100,000.

every dealer will be properly told about your dealer helps. The Joseph & Feiss Company used to do that, "but," said Charles E. Percy, the sales director, "we have taken the matter entirely out of the hands of our salesmen, and leave them free to devote all their time to selling and closing business."

Of course there are times when this work must be done largely through the sales force, especially if the help is something that might otherwise never be used. For example, makers of auto accessories have found it hard sledding to get garage men to use helps. Such conditions can be nicely met by supplying salesmen with good-will builders which they can pass out to their customers, and their customers in turn will be glad to let them put up anything they want in the office. One such specialty is the pack of playing-cards furnished by the Hyatt Roller Bearing Company. An advertising flavor is given the gift by using a seal on the wrapper stamped: "Hyatt for a QUIET game."

But these are only a few of a hundred methods being used to combat the inclination of dealers to order material and then let it gather dust in the basement. It would take a complete issue to describe in detail the multitude of ways in which different advertisers have worked out the problem for themselves. But the foregoing examples will bear out our opening statement that this matter of waste is largely a matter of thinking out a solution for oneself. If a few have solved or largely solved the problem there is no reason why others cannot do as much.

All indications point to an increasing demand for intelligently planned dealer helps, due, it is believed by men like Mr. Kingsbury of the Diamond Crystal Salt Company, to an increased appreciation of advertising. This mental condition on the part of the dealer, some well-directed co-operation from the sales force and a little thought and inquiry by the advertising department ought to make it possible to do away with waste in dealer material almost altogether, next year.

War Automatically Cancels Advertising Contracts

PARFUMERIE ED. PINAUD
H. & G. KLOTZ & CO.
NEW YORK, November 4, 1915.

Editor of PRINTERS' INK:

In your issue of October 7, on page 112, we noticed that you had a reproduction of an advertisement which appeared in *Simplicissimus* of Ed. Pinaud's Hair Tonic.

We, of course, do not know your object in reproducing this, but assume it was simply a matter of interesting news to your readers, and we believe it would be proper to inform you as to the facts involved.

Our Paris headquarters, in making contracts for advertising in papers published in various countries in Europe, have, as is the usual practice, always made a provision to the effect that any contract would be automatically cancelled in event of war between the two nationalities involved.

When war was declared, our firm officially cancelled all existing contracts by letter, but as you are aware, the means of communication were exceedingly difficult at that time, particularly between France and Germany, and several letters containing such cancellations were undelivered and were returned to our headquarters.

Furthermore, our records show that the most recent contract our firm had for advertising in *Simplicissimus* expired early in 1912 and has not been renewed since.

We assume, therefore, that the publisher of this paper either wanted to fill up his advertising columns or had some personal reason for inserting this copy, which, of course, was unauthorized by our firm.

Trusting that this explanation will place this entire matter in the proper light, we remain,

H. & G. KLOTZ & CO.,
EMILE UTARD, General Agent.

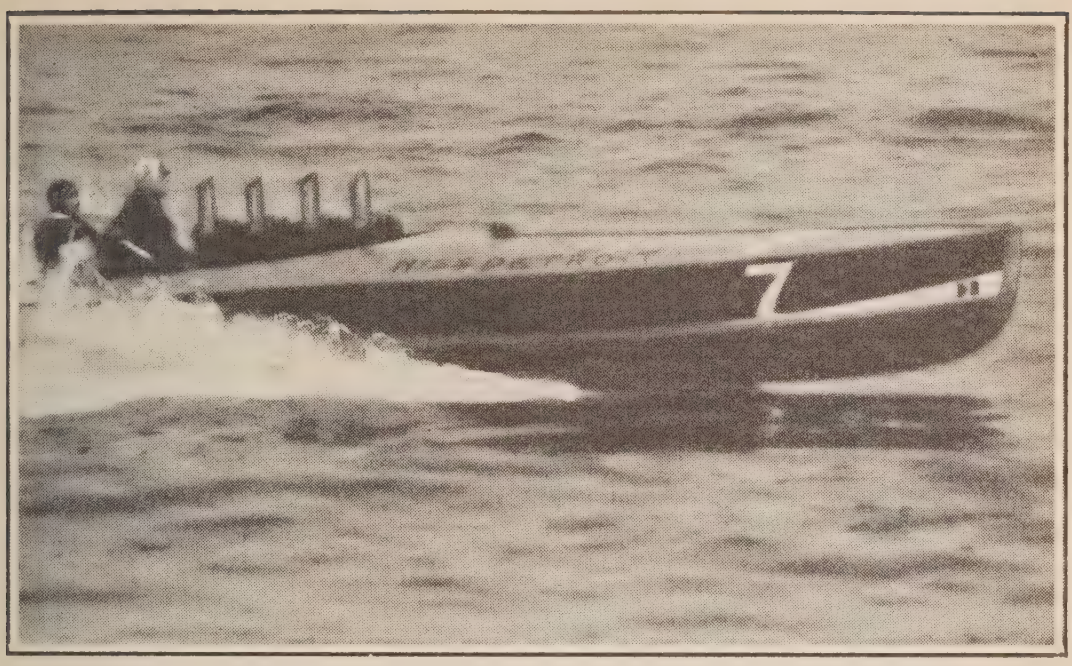
Additions to Mahin's Service Department

Joseph M. Cobb and J. O. Carson are recent accessions to the Mahin Advertising Company, Chicago. The former has been with the System Company for several years, while the latter has been for the last two years in charge of the New York sales division of the Cudahy Packing Company in the Old Dutch Cleanser department. Previous to that he had had agency experience and work in the magazine field.

Doings in Louisville Club

The Louisville Tru-Ad Club heard talks by E. B. Tinsley, of the Tinsley-Mayer Engraving Company, and F. P. Bush, of the Bush-Krebs Company, on phases of the photo-engraving business at its last meeting, held election night.

Caryl Spiller, chairman of the educational committee of the club, has been appointed a member of the Committee on Libraries of the A. A. C. of W.



(From Leslie's World of Sport Department.)

Leslie's has carried more motorboat and marine motor advertising this year than any other general periodical.

This is another instance of Leslie's conspicuous place in the advertising of products purchased by people of more or less better-than-average purchasing power—advertising, too, which is always keyed—always dependent on traced results.

One of the main reasons for Leslie's efficiency is, of course, the distinctive editorial characteristics of Leslie's as a real illustrated weekly newspaper (60 to 70 news pictures in every issue).

Another is the circulation method by which an unusually large number of "rated" subscribers of substantial incomes are secured. This is done by a definite control and checking of subscription circulation, with all the emphasis on and the largest remuneration for quality rather than quantity.

Advertising increase, 10 *months,* 62,075 *lines.*

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper

Boston New York Chicago

Use Our Organization For Your Profit

The reason that so many of the big mail order houses, edition printers and the larger national advertisers buy their paper through us is simple. We save them money. We can save you money, too.

We have built up a nation-wide organization of men who know the paper business from the bottom up. These men must know how to save our customers money. To hold their positions they must be able to show you how to save money.

Back of this organization is our great buying power. We are exclusive agents for some of the biggest plants in the world. We dispose of the entire output of several big mills. Are you capitalizing this buying power?

It makes no difference to us where you may be located. Ours is a national service. To turn it to your profit, start by getting our suggestions, dummies and prices on your next booklet or catalog. You are in no way obligated.

BERMINGHAM & SEAMAN CO.

Radium Folding Enamel—Crystal Enamel—Samson Offset — Elite Enamel — Opacity—"101" Bond and many other popular brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Detroit

Leader in the Industry Shows How Advertising Would Sell More Steel

"More Advertising Money Has Been Spent in Tooth Paste Than All of Us Have Expended in All of Our Products"

By George H. Jones

Vice-pres., and General Manager of Sales, Inland Steel Company, Chicago, Ill.

ENGLAND has raised the greater part of an army of four millions by advertising, using newspapers, billboards, omnibuses and other methods. This was considered the most effective way and its application is almost universal.

This is an object-lesson to the iron and steel manufacturers who have been in the habit of saying about advertising, "When the demand for our products is good there is no need for it, and when the demand is poor there is no use of it."

The steel manufacturers can pave the way to make depressions less severe by stimulating a demand for the products of the steel mills. The way many of us advertise is to place what amounts to a business card in a trade paper and let it go at that. It will do once in a while to call attention to a full list of our products, but it possesses little sales value. We want our advertisements to be read. We must, therefore, give truthful information of value to a prospective customer, and whenever possible the matter should be well illustrated. One product only should be treated in one advertisement. Sizes, quality, capacity and other special advantages we have to offer should be stated and enlarged upon. We should answer the readers' questions before they are asked.

Very few of those who have advertising in charge have the time or inclination to do this work properly. It requires much watchful detail work, knowledge of the printer's art and getting the copy to the publication at the proper time and *ready* for printing. An advertising agency can do this well at a comparatively small cost and it brings in a trained mind and another viewpoint. When you consider what you pay annually to the publications in which you advertise and the aggregate of all, it is worth the small extra percentage which it costs to have much of the work done by an expert.

Trade and technical periodicals must not be neglected in making out an advertising programme. A certain amount of general publicity is also necessary, and the public must be informed of the merits of any special product, in order that a demand be created for it, without which the dealer and manufacturer would not ask for it. Pamphlets, booklets, folders, cards, circulars and letters can be successfully used. The personal call is often necessary and the outdoor field could be used to advantage. Catalogues that give some real information and explanations are badly needed. Too often they only represent the mill man's viewpoint and give the buyer very little of the facts and figures he needs. Catalogues are recommended to be of uniform size—8½ x 11 in., and preferably issued in separate divisions covering kindred products.

STEEL BOUGHT INSTEAD OF SOLD

The use of structural steel is due to a demand for it rather than to any effort made by the steel manufacturers to introduce its use. But steel bars for reinforcing concrete are required in the main as a substitute for other than steel construction because the cement

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Address delivered at Cleveland meeting of Iron & Steel Institute, held October 22 and 23, as published in *Iron Age*.

manufacturers and the concerns controlling patented bars promoted a large use for their products and in doing so these bars came into being, in spite of rather than because of the steel makers themselves. The tonnage of concrete bars now made by steel manufacturers is of considerable importance to the industry.

The Association of Sheet and Tin Plate Manufacturers last year started a bureau of development which promised well, but it did not materialize owing to the "penny-wise and pound-foolish" ideas of many of those to whom it should have appealed and who were invited to co-operate. Not enough subscriptions were received to justify them in going ahead with the very full and comprehensive programme outlined in their "Memorandum of Plans."

About six years ago five men in the South each put up $260 into a fund to advertise red gum in an architectural journal, after dint of much hard work on the part of a representative of that journal.

Though they were men of wealth, this $260 came hard because they really did not believe that anything would come of it.

But the result of that $1,300 venture was the sale of red gum aggregating $350,000 with three successive $2 jumps in price per 1000 ft. in a single year. This campaign has continued year after year, as high as $40,000 a year being spent in it. The result is the widespread use of red gum wood for fancy interior finish—a wood that had previously been in the railroad-tie class.

This campaign started the Southern Cypress Association into action, and their annual advertising expenditure far exceeds that of the Red Gum Association.

Then came the North Carolina Pine Association, the Northern Pine Association, the West Coast Lumber Manufacturers' Association, the California Redwood Association and, last and largest of all, the Southern Yellow Pine Association. There is now talk of an amalgamation between all their interests for the purpose of financing a mammoth campaign in favor of wood as against substitutes for wood.

Let us acknowledge that, as a class, the steel industries of the country are the most clumsily and inadequately advertised of all our industries. I almost feel safe in saying that more advertising money has been spent in *tooth paste* than all of us combined have expended in all of our products. And our total expenditure would look like small change beside the bank roll expended annually by the chewing-gum profession, the soap artists or the baking-powder family. Yet steel products as a group are just as susceptible to the power of publicity as any of these, because just as universal in consumption and vastly more important to the public welfare.

HOW NEW DEMAND COULD BE CREATED

Similarly, an educational campaign on steel products will not only serve to protect us against the onslaughts against us made by various substitute products, but it will lead to a great total increase in building operations. Just one case in point: A million farmers now leave their implements out in the fields all winter unprotected by any shelter—steel, wood, paper or otherwise. Our duty to ourselves and to the farmers is to stop this ruinous loss by first showing them their folly, and then giving them practical instruction in the way of stopping that loss by erecting sheet steel shelters.

Another instance: Cash wheat at harvest time averages some cents per bushel lower than its selling price in mid-winter or early spring. This is simply because farmers, with no place to store their wheat, sell it to the local elevators at whatever price they offer. Our duty is to show the farmers how they can vastly increase their earnings by erecting inexpensive steel grain houses and storing their grain on their own farms until demand has caught up with the supply.

Still another typical example: Shelters at cross-road stops of interurban trolley lines. The right

(*Continued on page 57*)

"Side Lines" for Housewives

"Where can I dispose of old-fashioned patchwork quilts, also of fir pillows, both of which I make?"

"About lunches for office and factory people. Is there enough profit in such a business to warrant my moving and devoting part of my time to preparing lunches?"

"I can do fancy work and iron shirt waists and babies' caps, but do not know how to get customers. Can you advise me?"

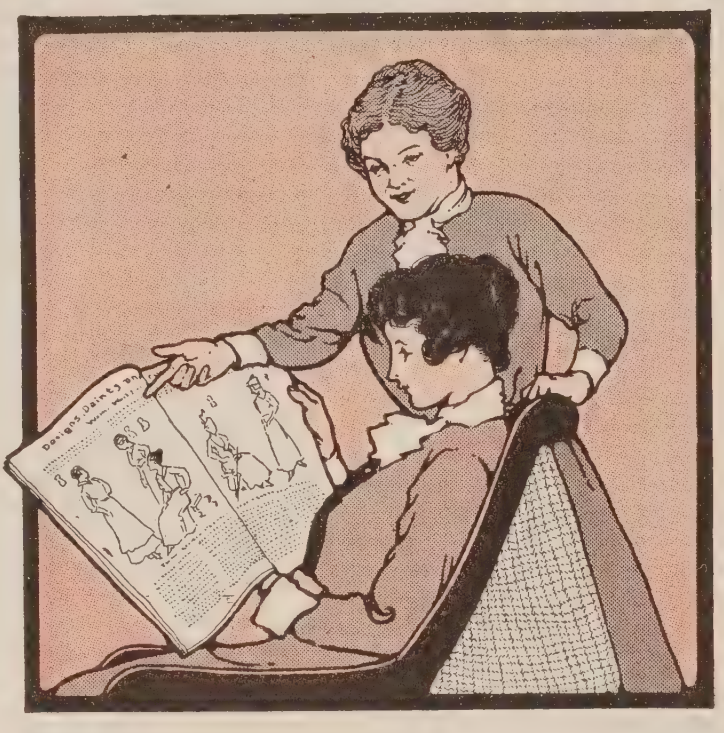
"Please advise me extra ways to make money in the notion store I conduct. Store is being made larger. An ice cream parlor has been suggested, but I don't want that."

These are samples of the requests that come to the editor of our Pin Money Department by every mail. Every one is painstakingly and fully answered. Is there any doubt that each woman thus personally aided becomes a staunch friend of Today's? Last year, in this and other departments, we took care of over 100,000 subscriber inquiries; being one inquiry from every eight subscribers.

Sarah Field Splint *Editor*

Today's Magazine

[This is the fourteenth advertisement about TODAY'S editorial policy



"That's More Like It!"

The small-town mother speaks:

"You can't wear questionable styles in our town, daughter. People won't stand for them. Woman's World Patterns are what you want."

For the city woman—city styles.

For the small-town woman—styles that won't raise a riot on the main street.

No matter what you sell the Woman's World Idea in Patterns has a message for you. Because—

If we suit the small-town woman in clothes we suit her in other things—which means Selling Power.

Did the Idea work out? It did.

In six months Woman's World Patterns sold more than *three times* those of a famous woman's journal advertised in Woman's World for the same period, with the same space and same circulation.

Two Million Small-Town Women—*suited.*

Personal Shopping Service

Jane Richmond's Fashion Letter brings unnumbered orders and inquiries from the *small towns.*

Woman's World shops for them. The orders are filled. The questions are answered in a careful, personal letter. We bind our Two Million small-town subscribers to us with the tangible bond of *sympathetic service.*

This is the kind of service that begets confidence in everything we say to them, whether it is Jane Richmond or Charles Dwyer who speaks, or your advertisement.

It is to your interest to make good use of this confidence, to say nothing of our guarantee of your goods. With it we offer—

(1) A greater Farm Circulation than *any* farm paper.

(2) A balanced magazine which appeals to *all members* of these same farm families.

It is obvious that the result is—
the *Utmost* for your money.

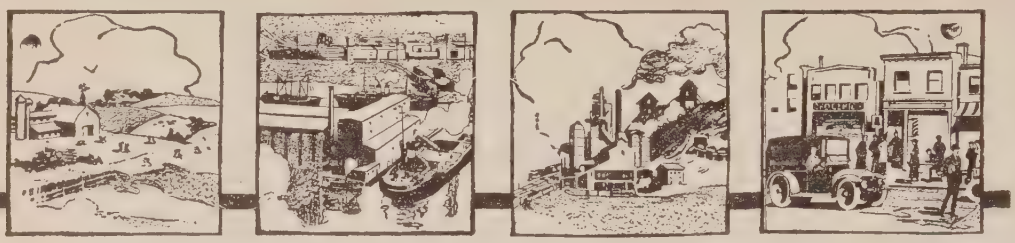
WOMAN'S WORLD

"The Magazine of the Country"

286 Fifth Avenue

New York

THE WOMAN'S WORLD IDEA



Business is booming!

Dayton, Ohio.

Merchants everywhere tell our 800 salesmen that business is booming.

Farmers have had two record crops, at big prices, with big demand at home and abroad.

Stocks of manufactured material are short, and labor is in great demand.

Exports largely exceed imports.

Factories are busy, many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

People are living better, and spending their money more freely.

This country has the best money in the world, and more of it than ever before.

Such a combination of favorable circumstances never has occurred before, and probably will never occur again.

Billions of dollars are passing over the merchants' counters.

The people who spend this money want the best service.

They demand it in all kinds of stores, from the smallest to the largest.

They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, satisfy customers, and increase profits.

Over a million merchants have proved our Cash Registers to be a business necessity.

[*Signed*] John H Patterson

Write for booklet to The National Cash Register Co., Dayton, Ohio

sort of an educational campaign will show these roads how they can increase their traffic by providing this comfort; and if they don't do so, such a campaign will wake up the farming public to demanding it.

No doubt hundreds of other fields lie open to us if we will but learn the vital necessity of harnessing the vast willing and responsive power of educational publicity. The same sort of organized publicity has been done with other products, among which may be mentioned electrical machinery and equipment, gas-making machinery, etc.

The Association of Sheet and Tin Plate Manufacturers in April, 1914, issued a pamphlet entitled, "A Discussion of Fire Prevention in Its Bearing Upon the Use of Non-Inflammable Materials."

It is reported there are 6,000,000 farms in the United States, 10 per cent of which use metal roofing and 30 per cent patented (not metal), and the remainder generally shingles, with perhaps a few tile and slate roofs. This condition can be changed by proper promotion work and patented roofing largely supplemented by sheet steel and tin. Some good work has been done along these lines, but not enough to make much of an impression. The question of fire and lightning comes in here. The perils of combustible roofs are well known, but often forgotten. They should constantly be kept before the owners of farm and other buildings.

The manufacturers of patented roofings, more or less inflammable, spend large sums annually running into the hundreds of thousands of dollars in advertising their goods and have been successful in getting them used, to our disadvantage.

Advertising has made the use of patented roofs possible and the mail-order houses have been liberal and consistent helpers. These feltless "felt" and rubberless "rubber," inflammable "fireproof" roofs have very little excuse for existence and metal roofing should take their place, besides encroaching largely into the percentage of shingles.

The National Hardware Association this year offered prizes for the best essays on "What Constitutes a Good Roof," from the standpoint of metal roofing. The three best essays have been printed in a booklet which is given a large circulation. This is a step in the right direction.

One phase in the extension of the sale of many of our products is the education of both wholesale and retail merchants, especially the retailers and their clerks.

By making them better steel salesmen we can multiply their sales. This is of vast importance because the aggregate tonnage of steel and steel articles sold to the consuming public through retail sources is exceedingly great.

Lumber dealers are now selling steel fencing, steel fence posts and steel roofing. It is not natural for them to do this, but they are merchants first and lumber dealers afterward. They are, therefore, selling what is asked for, and we can help them materially to increase their sales of our products. Modern saw-mills, interested only in the production of lumber in its various forms, are using steel roofing, and in doing so they admit it has advantages over their own product. It is fireproof, lightning-proof when properly grounded, and will last longer when taken care of than any of the materials heretofore used.

LIST OF USES FOR STEEL

Promotion and sales work—comprehensive and extensive—is needed to further the use of steel in the following directions:

Roofing and siding of proper weight in place of patented materials.

Fence posts for railroads, farms, vineyards and other uses. There are probably fifteen to twenty concerns now making steel fence posts and they are commencing to do well, but the possibilities in this line have hardly been touched upon. In bolts—on account of the greater tensile strength and uniformity of structure. In many lines of work steel has come into

its own and may be safely left as it is, but steel could be used in smaller sizes, giving equal strength and less weight, in the following items among others:

Metal Shingles
Metal Ceilings
Steel Lath
Steel Fire Doors
Steel Window Frames
Steel Lockers
Steel Culverts
Steel School Furniture
Steel Office Furniture
Steel Shelving
Steel Barrels
Steel Kegs
Steel Crates
Steel Packing Boxes
Steel Telegraph Poles
Steel Telephone Poles
Steel Railroad Ties
Steel Cattle Guards
Steel Wagon Bodies and Seats
Steel Wagon Tongues
Steel Double Trees and Single Trees
Steel Hay Racks
Steel Barns
Steel Hog Houses
Steel Chicken Houses
Steel Implement Sheds
Steel Grain Bins
Steel Corn Cribs
Steel Fruit Picking Stands
Steel Ladders
Steel Scaffolding
Steel Warehouses
Steel Warehouse Boxes
Steel Boat Houses
Steel Storage Buildings
Steel Shops
Steel Tool Houses
Steel Foundries
Steel Repair Shops
Steel Section Houses
Steel Oil Houses
Steel Gasoline Depots
Steel Garages
Steel Real Estate Offices
Steel Labor Dormitories
Steel Sectional Buildings, for factory extensions, and other purposes
Steel corrugated sheets for tight fences
Steel frame work for small buildings
Steel Tanks
Steel Silos
Steel Boats
Steel Barges
Steel Burial Caskets
Steel frames and boards for standing signs
Steel for mine, timbering and tipple work for main and outbuildings

Development work covering an increase in the use of steel in the various directions in which it could be employed to advantage, might be well undertaken by all steel manufacturers and through them by their customers under the direction of a bureau of publicity and promotion of the American Iron and Steel Institute. This bureau, acting for the interests of the steel business at large and not handicapped by being confined to the product of any one concern, would be on the watch to determine in what way steel could be substituted for other materials and be prepared to offer suggestions as to the best means to secure the results aimed at. The Institute being recognized as a responsible and authentic institution, could not afford to disseminate inaccurate or unreliable information, nor would it be suspected of doing so. It would be incumbent upon the steel manufacturers to carry out the standards recommended by the Institute and not cater to the demand for underweight and cheapened material.

A series of handbooks on steel and its advantages, issued in sufficient quantities, under the auspices of the Institute and sold to its members at cost, for their distribution to the merchants with whom they deal would be most effective.

The farms of this country offer a vast undeveloped market for a great variety of steel products. A concerted campaign by this Institute, in the influential farm journals, would bring very satisfactory results. This campaign might take the form of offering to the farmers their choice of booklets on certain farm buildings, as for instance silos, implement sheds, roofs, etc.

Such a campaign would involve the expenditure of a large sum in the aggregate, but the share of each member participating would not be burdensome.

I have made no mention of the possibilities in the export business, the exploiting of which is in a class by itself and should be treated separately by one experienced in that particular work.

Posters for Philadelphia Auto Show

The show committee of the Philadelphia Automobile Trade Association has offered a prize to artists and poster designers for a design to be used in connection with the advertising of the Philadelphia Automobile Show of 1916. A similar offer was made last year and the contest was very successful. Fifty dollars will be awarded to the artist whose design is selected by a competent board of judges.

Rulings on the Use of Colors in Trade-Marks

Other Interesting Features of Recent Decisions by Patent Office Executives

Special Washington Correspondence

COLOR in trade-marks, which has been responsible in recent years for various notable controversies as to what may or may not be, has just provided another poser that has resulted in the U. S. Commissioner of Patents reversing his Examiner of Trade-Marks.

This latest ringing of the changes on the color scheme is, in a sense, the most interesting one to date. It grows out of the effort of the Fisk Rubber Company to register as a trade-mark the red stripe or red tread which is the conspicuous feature of its Red Top Tires that have been so extensively advertised during the past year.

The Fisk mark was rejected by the U. S. Examiner of Trade-Marks because he believed that it was too similar in character to a trade-mark already registered for the Goodyear Tire & Rubber Company and which consists of a comparatively narrow blue stripe around an automobile tire tread, suggesting the name "Blue Streak." However, when the case was carried on appeal to the office of the Commissioner of Patents the reviewing authority held that there was as much difference between the Fisk and Goodyear marks as between the Goodyear mark and that of the Republic Company to which registration had already been granted.

But the Patent Office expert put his finger on the tender spot in the whole subject of color in trade-marks, when, after disposing, in his opinion, of the question of similarity of the color marks, he added: "A more serious question is whether the mark (the Fisk red top) amounts to a technical mark or is only a matter of utility or ornamentation. I find, however, on investigation, that there are probably no advantageous properties gained by using red rubber for the tread of a tire instead of ordinary gray vulcanized rubber, the red rubber resulting from that used in the manufacture of gray rubber, and since the red tread might by a proper and sufficient length of use become a trade-mark even though it be ornamental, the point as to whether applicant's use is more ornamental than a trade-mark use will not be raised at this time."

HOW THE COURTS HAVE RULED IN COLOR CASES

Not only in the case of automobile tires, but likewise with respect to pencils, erasers, rope, etc., is there constant and increasing effort to secure trade-mark status for the color of the article itself or some portion of it. Of the trade-mark color cases which have gotten into the courts thus far the most noteworthy are those in which the A. Leschen & Sons Rope Company has figured. In one of these the U. S. Circuit Court decided that a helical stripe or band of uniform width and distinctive color, this color being red and produced by painting one of the strands of the rope, is not a valid common-law trade-mark of a wire rope. In another case in which the Leschen concern was opposed by the Broderick & Bascom Rope Co. a distinctively colored strand or streak was held to be too indefinite a trade-mark.

In the case of Scriven vs. North the courts held that a buff strip inserted in the seam of a pair of drawers can not be considered a valid trade-mark, and in Davis vs. Davis there was a decision against an alternate arrangement of red and yellow spaces. In the Waterman case failure crowned an effort to secure the acceptance of a red feed-bar as a trade-mark for fountain pens, and the Patent Office not long ago refused trade-mark registration for a band painted red and applied to the upper part of a broom.

But although the United States

Supreme Court has expressed doubt as to what extent "mere color" may constitute a valid trade-mark, it will be recalled that the Victor Talking Machine Company was recently granted registration of a purple disc as a mark for talking-machine records. If, in the final disposition of the case, registration is accorded the Fisk Red Top it will indicate that there may be exceptions at the Patent Office when it comes to drawing the color line.

WHY COMMISSIONER NEWTON ALLOWED "STRAT"

With the approach of the season of holiday trade, there may be unusual interest in a decision recently made by First Assistant Commissioner of Patents Newton to the effect that "Strat" may be registered as a trade-mark for a game. "Strat" was refused by the Examiner of Trade-Marks on the theory that it is merely the name given the game and consequently not a trade-mark. In other words he regarded the word as merely a name similar in practice to the name of a book, which latter has been held not to be a trade-mark.

Passing upon this question, Mr. Newton, the recognized trade-mark authority at the Patent Office, said: "I am not prepared to say that a name cannot serve the double function of a trade-mark and also a designating name for a game or other article of manufacture. 'Kodak' is the name of a camera, and yet it is probably a good trade-mark. Some years ago an article was invented and named 'Celluloid' and still this word 'Celluloid' was recognized as a good trade-mark; and so of 'Linotype,' etc.

"Moreover, the courts have upheld 'Pigs in Clover' as a trade-mark for a game; 'Carroms'; 'Sliced Animals', etc. 'Parcheesi' was rejected as not a good trade-mark only on the ground that it was descriptive of the game in the sense that it was the ancient Hindustani name for practically the same game." In view of which findings it was held that "Strat" may be registered.

That the trade-mark machinery at the U. S. Patent Office will slip a cog now and then is indicated by a mild criticism for the U. S. Examiner of Trade-Marks embodied in an opinion handed down when the Omen Oil Company carried its case on appeal to the office of the Commissioner of Patents. The Omen company had sought registration for a trade-mark consisting of the representation of the head of a tiger holding in its mouth a package on which appeared a smaller head of a tiger and the words, "Tiger Motor Oil." The application was rejected on the ground that registration had already been granted to similar marks.

However, in making his point that the idea had been anticipated, the Examiner of Trade-Marks disclosed the fact that registration had already been granted not merely to one mark of similar character but to two—namely a standing figure of a tiger for lubricant in solid form and a tiger in action for illuminating oils. Commenting on the statement that two different registrations had been allowed, the reviewing authority said: "If such be the case it is not seen why both were granted." Continuing, the reviewing authority calls attention to the fact that in the case of J. M. Robinson Norton Company vs. The Royal Tailors—a case which is now on appeal to the Court of Appeals of the District of Columbia—it was held that the representation of the head of a tiger was equivalent in a trade-mark to a full-length tiger standing or reclining.

The policy at the U. S. Patent Office of giving the owner of a registered trade-mark the benefit of the doubt as against an applicant who seeks to register a somewhat similar mark has recently been afforded further exemplification in the case of the Schulze Baking Company vs. Ralph L. Nafziger. The Schulze Company was successful in opposing the registration of "Golden Krust" as a trade-mark for bread because it had previously registered "Butter Krust" with the legs of the

"Original Action Is More A Matter of Courage Than of Ability

"For every inventor who perfects an idea, twenty get an equally valuable idea and let it die.

"The most successful salesmen are those who succeed in firing the imagination of the buyer.

"Service breeds business. Business breeds dollars.

"To the man of the crowd, advertising is a cold, dead thing of paper, type and ink; to the man of imagination it is Opportunity."

"Originality requires courage. Courage creates leadership."

Extracts from "Following the Crowd," the first of a series of twelve booklets on advertising and business promotion which we shall be glad to send you as issued. Number one is ready for you now—waiting merely for your request.

McGraw Publishing Company, Inc.

239 West 39th Street, New York

Electric Railway Journal Electrical World Engineering Record
Metallurgical and Chemical Engineering
Members Audit Bureau Circulations

Merchandising Efficiency

Major E. E. Critchfield, president of the Taylor-Critchfield-Clague Co., contributes this week's business editorials in the Chicago Herald, and his subjects cover points in Merchandising Efficiency.

While Major Critchfield and his associates have had a prominent part in merchandising successes of many kinds, the ability which has won him especial personal distinction is his knowledge of reaching the farmer's pocketbook by putting trademarked articles where the ruralist can buy, and creating the necessary demand for them. His grasp on national selling conditions gives authority to the things he says.

Bigger Better Business

Read these articles daily in the Chicago Herald. They will cover every important subject of interest to manufacturer and business man and will be written by the world's greatest business builders. No sales manager, manufacturer or traveling man should fail to read all of them, and the merchant will find in them much to learn.

Daily on The Chicago Herald's Editorial Page

(More than 200,000 people buy the Chicago Herald daily. They are the sixth largest morning newspaper audience in America.)

K extended in the same way to underline the words.

In giving decision in favor of the Schulze firm the Patent Office authorities called attention to the fact that "Black Diamond" had been rejected as a trade-mark too similar to "Diamond Gem," and that in the N. K. Fairbank Company case "Gold Dust" was deemed too near to "Gold Drop." Then there are the decisions to the effect that "White Cross" is too near "Red Cross" for trade-mark use, and that "Georgia Coon" is too intimate in relationship to "New Koon." In the case of the National Water Company, "White Rock" was considered too near a parallel to "High Rock," and likewise was "White Rock" too reminiscent of "Beacon Rock." In summing up the present dispute over trade-marks for bread the Patent Office arbiter said: "Doubt as to similarity should always be resolved in favor of the prior user as against a subsequent applicant."

EAGLE, AS MARK FOR ICE-CREAM CONES, DECEPTIVE

Another beacon light as to what may constitute or cause confusion in trade has been set up by First Assistant Commissioner of Patents Newton in an opinion just rendered on the appeal of the Borden's Condensed Milk Company. By this opinion the Borden company was successful in opposing the effort of the Eagle Manufacturing Company to secure the registration of "Eagle" as a trade-mark for ice-cream cones. In this controversy the issue lay in whether ice-cream cones should be considered a different class of goods from the widely advertised products of the Borden Company. The Borden Company, for its part, claimed that the newly proffered mark was so similar to the Borden mark that it was calculated to deceive and did in fact deceive purchasers as to the origin of the goods they were buying.

In playing Solomon in this dispute Assistant Commissioner Newton indicated that the Eagle mark might be allowable "if it were clear that the use of applicant's mark on its goods—ice-cream cones—would not produce any confusion in trade." But, after reviewing the conditions existing, the conclusion was reached that "when it is considered that the only use for ice-cream cones is to hold ice-cream, and that a trade-mark cannot readily be attached directly to the ice-cream itself, but only to the container, it introduces a factor which must be taken into account."

It seems likely that the next few months will see the filing of several applications for the cancellation of trade-mark registrations, as a result of the recent decision of the Court of Appeals of the District of Columbia in upholding the U. S. Commissioner of Patents in his action in cancelling "Nu-B-Ded" as confusedly similar to "Beaded" as a trade-mark for laces. In this case—that of the Barthels Manufacturing Company vs. the United Lace & Braid Manufacturing Company—one of the parties to the controversy made the plea that "Beaded," as used, is descriptive, and hence not susceptible of exclusive appropriation by anybody, but the Court took the ground that it was unnecessary to stop to inquire into this because if "Beaded" be descriptive "Nu-B-Ded" is equally so, and hence not registrable, whereas if "Beaded" is merely suggestive the "No Admission" sign must be put up for "Nu-B-Ded" because it would cause confusion in trade if applied to goods of the same descriptive properties.

"Tub Proof" and "Sun Proof" recently passed muster in trade-mark form, although it was only after the higher powers had overruled the U. S. Examiner of Trade-Marks that the Renfrew Manufacturing Company gained sanction for the mark that had been under suspicion of being descriptive. The complete mark consists of two circles representing the sun, and in each circle a picture of a washtub, the open ends of the tubs facing each other. Across both tubs are the words "Tub Proof," and across

the open end of each tub the words "Sun Proof." The reviewing authority at the Patent Office admitted that the words "Sun-Proof" and "Tub Proof" taken alone might be descriptive of the goods, but took the ground that there is sufficient arbitrary matter in the arrangement of tubs and circles to warrant registration irrespective of the words. All of which may point a moral for advertisers who are unable to get trade-mark registration for descriptive words unadorned.

Chicago Railway Signal & Supply Company drew a refusal at the Trade-Mark Division when it recently endeavored to register a second trade-mark, but when the company protested against this turn-down the higher authorities at the Patent Office decided that the new mark consisting of the word "Chicago," in white letters on a black V-shaped background between two white triangles, the upper one of which bears the words "Railway Signal" and the lower one "and Supply Co.", is different enough from the old mark, consisting of a rectangle having a triangular outer figure. However, in order to gain an official O. K. for this new mark the company has been required to "disclaim" any rights to "Chicago" and "Railway Signal and Supply Co.", as a technical trade-mark when used alone.

ONCE MORE GEOGRAPHIC NAME IS BARRED

Failure of the Appleton Company in its effort to get "Swiss" into the charmed circle as a trade-mark for cotton piece goods is the latest evidence that it is extremely difficult to slip through with a word that is geographically descriptive. Likewise has the ban on the descriptive been exemplified by the refusal of the appeal of the Buescher Band Instrument Company which sought to have the U. S. Commissioner of Patents override his subordinates and grant a certificate of registration for a mark, the chief feature of which is found in the words "True Tone." The firm in question already owns a registered trade-mark in which the words "True Tone" appear in conjunction with the firm name, a triangle, bell, tuning fork, and other features. Seemingly the present application was designed to gain Federal sanction for a mark in which "True Tone" would be more conspicuous and less subordinate to other features.

The word "brand" may be tacked on to a trade-name without in any wise affecting its trade-mark eligibility—this seems to be the substance of a decision of far-reaching significance that has recently been rendered by the U. S. Commissioner of Patents. The case was that of the Illinois Seed Company and it went to the highest tribunal at the Patent Office on appeal because the Examiner of Trade-Marks would not countenance "Trumpet Brand" (including the representation of a trumpet) as a trade-mark for seeds even though the seed company made a "disclaimer," that it waived any rights in the word "Brand" used apart from its complete mark as above described.

In overruling the trade-mark Examiner in this case, the comment of the reviewing authority was as follows: "Since there is no provision for disclaimers in the trade-mark statute, the propriety of their use at all is doubtful, but since the Court of Appeals and other authorities seem to sanction them I am not prepared to say that they should not be required under some circumstances. In the present case since the applicant has disclaimed the ownership of 'Brand' apart from his illustrated mark it would seem to be going too far to make him disclaim it when used with the rest of his mark since it is not hard to imagine cases that may hereafter arise involving the use of 'Brand' in a similar setting that would be embarrassing to the applicant if he has disclaimed it altogether. It is held, therefore, that the disclaimer is sufficient as it appears."

Louis Hodges, who for many years was with the Frank A. Munsey magazines and newspapers, has joined the Western staff of Paul Block, Inc.

Bell Telephone Exhibit, Panama-Pacific Exposition.

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"It is the most beautiful and inspiring Exposition the world has ever seen."—*President Hadley of Yale, in speaking of the Panama-Pacific Exposition.*

EVERY American should feel it a duty as well as a privilege to visit the Panama-Pacific Exposition and view its never-equaled exhibits of achievements in Art, Science and Industry.

In all this assemblage of wonders, combining the highest accomplishments of creative genius and mechanical skill, there is none more wonderful than the exhibit of the Bell Telephone System.

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This Transcontinental Line has taken the thought, labor and ingenuity of some of the greatest minds in the scientific world. Yet it is but a small part of the more wonderful universal service of the Bell System, which makes possible instant communication between all the people of the country.

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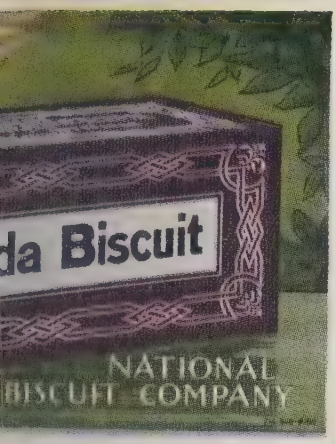

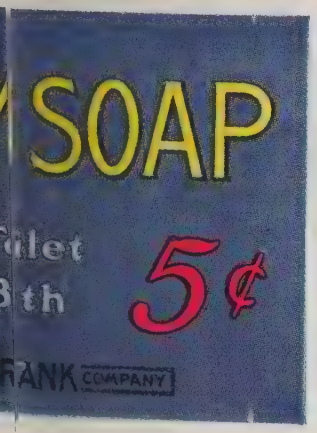

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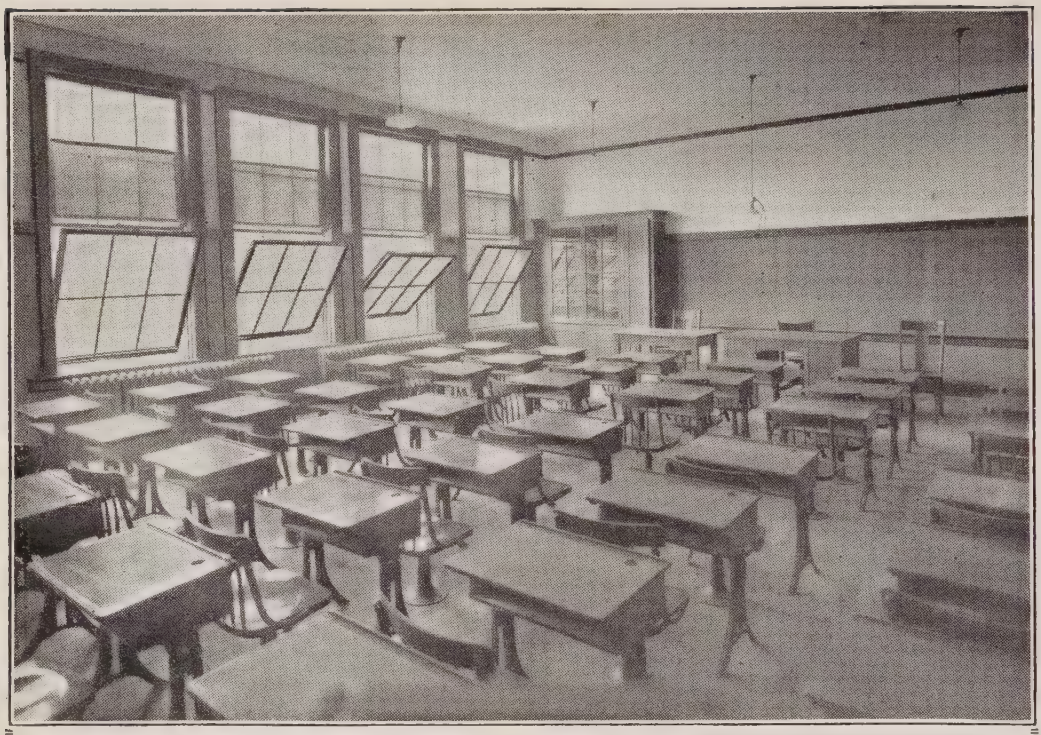

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In order to give specific preparation for the work and service which awaits every School Child in after life, vocational subjects are now taught.

In addition to the three R's, industrial, commercial and homemaking courses are included in the curriculum.

There are in the United States today 275,000 School Buildings. Machinery, tools, supplies and equipment of every description are required in the wood working, metal working, manual training and domestic science departments.

What about *your* product? Much of the same equipment is required in the Schools that is used in the large factories and machine shops.

You can reach this field with your product thru

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as *seventy-five per cent* of the purchasing power are subscribers.

Why not investigate? Write us today. We shall give you all particulars, telling you just **HOW** your product can be used in the Schools.

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A Record of Achievement in Co-operative Advertising

What PRINTERS' INK Has Published Concerning This Subject of Increasingly Vital Interest

PRINTERS' INK is handling a steadily increasing volume of inquiries concerning articles which have appeared in its pages during the past five years, on a multitude of subjects which are of importance to advertising men. An advertising agent asks what we have printed about the marketing of silos to farmers; a corporation treasurer wants data on methods of determining the advertising appropriation; a jobber requests a list of articles on the selling of electrical goods; a manufacturer asks for references which will guide him in choosing a trademark for a new product; and so it goes.

The advertiser who is up against a problem which is new to him appreciates that possibly the same problem, or one which is similar, has already been solved by somebody else. If so, the chances are that it has appeared in the pages of PRINTERS' INK. With the aid of the list of references which we are glad to furnish, the advertising man who has preserved his back files of PRINTERS' INK finds that he has a practical encyclopædia of merchandising practice.

Indeed, if one should spend a week reading the inquiries which pass through the research department, he would get a very clear idea of the great variety of problems which the advertiser is called upon to solve, and would be able to pick out certain subjects which are particularly "live"; subjects in which a number of men in widely separated localities are interested at the same time. One of those "live" subjects just now is that of co-operative advertising campaigns, and we have received so many inquiries for data on the subject that we print on the following pages a partial list of references to articles which have appeared in PRINTERS' INK for a few years past. The letters of inquiry have come from advertising agencies, and from manufacturers in widely separated lines, and indicate a very striking growth of the idea of advertising *an industry* rather than merely sounding the praises of a particular *competitive brand*. One manufacturer, for example, of a product which is pretty severely standardized, points out that the consumer is often driven away from any use of the product at all through the brand eulogies of rival producers.

"Now, specifically," he writes, "I am seeking information which shall show me what has happened in other lines where a somewhat similar condition is true, and where some advertiser has led the way and brought others around to his way of thinking so that all the units in the industry are working for the general good. I believe there is no example where brand advertising has been eliminated, and I do not think this is a wise course. Certainly the subordination of the individual good to that of the group is wise in a field where education will bring about a tremendously increased use and where brand arguments can only change a buyer's preference from one brand to another without increasing the total sales."

Somewhat similar problems are found in many other lines of business, and not a few industries have resorted to co-operative campaigns as the best practical solution. The following list of articles will be useful to those who are interested in developing the co-operative idea still further:

ARTICLES ON CO-OPERATIVE ADVERTISING IN "PRINTERS' INK"

What Assures Success of Co-operative Advertising.—Oct. 21, 1915. Page 97.

Visualizing a Talking Point and What It Accomplished (Cut Nail Manufacturers).—Oct. 14, 1915. Page 39.

Olive-growers Plan to Broaden the Market (California Ripe Olive Association).—Oct. 14, 1915. Page 28.

Co-operative Associations Must Have a Reason for Being (G. Harold Powell, Gen. Mgr., California Fruit Growers' Exchange).—Oct. 7, 1915. Page 27.

Dairymen Join Hands to Advertise and Oust Middleman (Farmers' Dairy of Toronto).—Sept. 9, 1915. Page 32.

Big National Drive on Jewelry Planned by Retailers and Manufacturers.—Sept. 2, 1915. Page 65.

Says Prunes Must Be Nationally Advertised (Address before California State Fruit-growers' Convention).—Aug. 12, 1915. Page 78.

Planning National Campaign for Flowers (National Floral Corporation).—Aug. 5, 1915. Page 66.

Indiana Millers Advertise Guaranteed Flour Co-operatively.—Aug. 5, 1915. Page 64.

One Way to Fight the "Chain" (Retail grocers advertising co-operatively in Louisville).—July 15, 1915. Page 50.

Doubling the California Raisin Crop.—July 8, 1915. Page 80.

A National Campaign on White Pine (Pine Manufacturers' Associations of Minnesota, Wisconsin, Michigan and Idaho).—July 8, 1915. Page 45.

Growth of the Group Idea in Advertising.—June 24, 1915. Page 160.

Railroad and Hotels in Joint Campaign (Chesapeake & Ohio Railway and hotels at Hot Springs, Va., and White Sulphur Springs, West Va.).—June 17, 1915. Page 66.

A City's Banks Join Hands in Advertising (Pasadena, Cal.).—June 10, 1915. Page 62.

Campaign for Electric Vehicles.—June 10, 1915. Page 35.

Hotels Advertise Co-operatively (San Francisco).—June 3, 1915. Page 73.

Lumber to Be Trade-marked (Southern Cypress Manufacturers' Association).—June 3, 1915. Page 40.

Making a Survey of Possible Demand and Developing It (Ice Cream Manufacturers, Chicago).—May 20, 1915. Page 33.

The Olive Growers' Flank Movement (California Olive Growers).—Apr. 15, 1915. Page 103.

Helps Farmer Sell Direct (Southern Express Company).—Apr. 8, 1915. Page 105.

"Rosie Apple" Makes Her Bow (Apple Growers' Association of Hood River, Oregon).—Mar. 25, 1915. Page 70.

Will Advertise Oil (Independent Petroleum Marketers' Association of California).—Mar. 11, 1915. Page 114.

Railroads Advertise to Secure Repeal of Law (Associated Railroads of Pennsylvania and New Jersey).—Mar. 4, 1915. Page 90.

Educating the Public to Dry-Cleaning (National Association of Dyers and Cleaners).—Mar. 4, 1915. Page 40.

Effective Use of Newspapers for Life Insurance Advertising (Syracuse Underwriters' Association).—Feb. 25, 1915. Page 70.

Situation as to Canners' Advertising (Letter from Frank E. Gorrell, Sec'y, National Canners' Association).—Feb. 25, 1915. Page 56.

Proposed Educational Campaign for Coffee (National Coffee Roasters' Association).—Feb. 18, 1915. Page 54.

Combined Campaign for Real Estate Mortgages (St. Louis bond and real estate firms).—Feb. 11, 1915. Page 50.

Advertising to Correct Defective Crop Distribution.—Jan. 14, 1915. Page 91.

Developing a Market to Absorb Your Maximum Output ("Sunkist" oranges and lemons).—Jan. 14, 1915. Page 37.

Getting Other Manufacturers to Help Push Your Line (Chicago Asbestos Table Mat Company).—Dec. 31, 1915. Page 17.

Educational Campaign for Life Insurance (Cincinnati Life Underwriters' Association).—Dec. 24, 1914. Page 63.

Co-operative Campaign to Remove Popular Prejudice (Chicago Butter and Egg Board; see editorial in same issue, page 84).—Oct. 29, 1914. Page 86.

Effect of Clayton Act on Advertisers (Will Co-operative Advertising be Affected?) (Special Washington Correspondence).—Oct. 15, 1914. Page 49.

Campaign to Save Canada's Apple Crop (Department of Trade and Commerce of the Dominion Government).—Oct. 8, 1914. Page 85.

Advertising by Farmers' Organizations (Florida Citrus Exchanges and other campaigns).—Sept. 17, 1914. Page 55.

Insurance Campaign Fund Started (Southern California Insurance Congress).—Aug. 13, 1914. Page 12.

Some Poor Results Due to Heedlessness and Vanity (A Chain-store Man Takes Co-operative Campaigns Apart to Show Weaknesses).—Aug. 6, 1914. Page 78.

More than "Moral Suasion" Needed (Sheboygan Cheese Producers' Federation).—Aug. 6, 1914. Page 73.

A Co-operative Car Wheel Campaign.—July 30, 1914. Page 84.

A National Campaign of "Special Sales (Hurley Machine Company).—July 9, 1914. Page 23.

Cincinnati Merchants to Advertise a Street.—June 25, 1914. Page 13.

How Merchants Helped Virginia Tobacco Sales.—June 18, 1914. Page 32.

Bankers and Advertising (Cook County Bankers' Club, Chicago).—June 4, 1914. Page 40.

A "Come-Back" by Means of Advertising (Black Walnut Manufacturers.).—May 28, 1914. Page 59.

Developments in Advertising by Farmers.—April 30, 1914. Page 64.

Large and Quick Results Await Joint Work (By C. F. G. Wernicke, of the Macey Company, Grand Rapids, Mich.).—April 23, 1914. Page 105.

Results of Certain Lumber Advertising (Northern Hemlock and Hardwood Manufacturers' Association).—April 23, 1914. Page 84.

Joint Campaign for Building Associations (Nine building associations in Washington, D. C.).—April 9, 1914. Page 108.

Memphis Tailors' Co-operative Ads—Mar. 12, 1914. Page 86.

Lumber Association Votes Largest Appropriation (Northern Hemlock and Hardwood Manufacturers' Association).—Mar. 5, 1914. Page 76.

Nation-wide Campaign Eliminating Mongrel Herds (Cattle breeders).—Mar. 5, 1914. Page 23.

The Story of a Business Which Was "Different and Peculiar" (By Roland Cole, Adv. Mgr., Yawman and Erbe Manufacturing Company, Rochester, N. Y.).—Feb. 26, 1914. Page 40.

We have appointed the

WM. J. MORTON COMPANY

Fifth Avenue Building, New York City, and Tribune Building, Chicago, Illinois, Special Salaried Representatives of the

Los Angeles Express and Tribune

in the general advertising field, effective November 1, 1915.

EXPRESS TRIBUNE COMPANY
Los Angeles, Cal.

October 30, 1915. EDWIN T. EARL, Proprietor.

Australia and New Zealand

America's Opportunity

Are you interested in Australia and New Zealand, two of America's greatest export fields? We are in a position to arrange immediate interviews with a director of a live selling organization with local offices in all parts of Australia and New Zealand.

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New York City

LONDON, PARIS, GLASGOW and MANCHESTER

American Manufacturers Combine to Advertise in Canada. Feb. 26, 1914. Page 23.

Co-operative Effort to Boom Maple Sugar (Vermont Maple Sugar Makers' Association).—Feb. 12, 1914. Page 54.

Advertising Churches Co-operatively. (By Edwin D. Webb, Adv. Mgr., the Baltimore *News*).—Feb. 5, 1914. Page 37.

Progress of Advertisers Who Must Be Cautious to Win (By Edwin Bird Wilson, Bankers Trust Company, N. Y.).—Jan. 29, 1914. Page 80.

A Paying Co-operative Advertising Campaign (Electric Vehicle Association of America).—Jan. 29, 1914. Page 66.

Advertising by Industries.—Jan. 22, 1914. Page 187.

Booming Philadelphia as Hardware Center (Hardware Merchants and Manufacturers' Association).—Jan. 8, 1914. Page 85.

Laundry Advertising in Columbus.—Jan. 8, 1914. Page 80.

Co-operative Brick Campaign (National Paving Brick Manufacturers' Association).—Dec. 25, 1913. Page 86.

Magazine Men Start Advertising Campaign.—Dec. 25, 1913. Page 37.

Loan Associations Advertise Co-operatively.—Dec. 18, 1913. Page 82.

$45,000 a Year for Lumber Advertising (Gum Lumber Manufacturers' Association).—Dec. 11, 1913. Page 128.

How Burley Tobacco Growers Are Selling their Own Brand (Burley Tobacco Company, Inc., Louisville, Ky.).—Dec. 11, 1913. Page 17.

Co-operative Insurance Campaign (Seven Insurance Companies).—Nov. 27, 1913. Page 35.

Story of a Successful Co-operative Campaign (Southern Cypress Manufacturers' Association).—Nov. 27, 1913. Page 17.

Texas Advertises for Winter Resort Business.—Nov. 13, 1913. Page 58.

How Oyster Growers Interested Retailers (Oyster Growers and Dealers' Association of North America).—Nov. 6, 1913. Page 45.

Raising Funds for Joint Campaign.—Oct. 30, 1913. Page 87.

Publishers Combine to Increase Book Sales.—Oct. 30, 1913. Page 24.

Shoe Manufacturers in Southern Newspapers.—Oct. 16, 1913. Page 98.

The Kind of Advertising the Auto Truck Needs.—Oct. 2, 1913. Page 76.

Organizing to Develop Newspaper Advertising (United Newspapers).—Mar. 13, 1913. Page 78.

Co-operative Canned Foods Movement.—Feb. 13, 1913. Page 22.

Co-operative Sampling. Jan. 2, 1913. Page 76.

Co-operative Advertising to Promote Use of Oysters.—Dec. 26, 1912. Page 46.

Express Companies to Use 400 Newspapers.—Dec. 5, 1912. Page 10.

Swinging Back a City's Lost Trade (Co-operative work of San Francisco department stores).—Oct. 24, 1912. Page 68.

Co-operative Campaign by Trade Press.—July 18, 1912. Page 72.

Plans of Lumber Manufacturers for Retrieving Lost Business (National Lumber Manufacturers' Association).—Mar. 28, 1912. Page 82.

Co-operative Trade Circular and Its Possibilities.—Mar. 28, 1912. Page 52.

Demonstration Kitchens to Spread Taste for Rice (Rice Growers' Association).—Feb. 1, 1912. Page 69.

Denver's Big Moving Picture Campaign.—Oct. 12, 1911. Page 74.

Seven States in an Advertising Stunt.—Oct. 12, 1911. Page 61.

Uniting to Develop a Market.—Sept. 14, 1911. Page 35.

Manufacturers Unite to Develop Export Trade.—Apr. 6, 1911. Page 26.

How Twenty Men's Wear Makers Are Co-operating.—Oct. 13, 1910. Page 54.

Co-operative Advertising by Machinery Manufacturers (American Supply and Machinery Manufacturers' Ass'n.).—Sept. 22, 1910. Page 64.

How Memphis Organized and Planned Its Big Campaign.—July 14, 1910. Page 64.

The "Raisin Day" Press Agent Fiasco.—May 18, 1910. Page 59.

"Community of Interest" Advertising by Associations.—Jan. 26, 1910. Page 17.

McCann Co. Has Account of Wire Screen Cloth

The H. K. McCann Company, New York, has secured the advertising account of the Reynolds Wire Company of Dixon, Illinois, manufacturer of wire screen cloth.

The account of the Laughlin Fruit Refining Company, Los Angeles, has also been placed with the McCann Company. The advertising of "California Citrus Cream" will appear in a list of Eastern newspapers.

Speakers Announced for League of Advertising Women

Barrett Andrews, of *Every Week*, and W. A. Martin, Jr., advertising and sales manager of D. E. Sicher & Co., will address the League of Advertising Women at their meeting to be held in New York on the evening of November 16. Dealer Co-operation will be the subject of the evening. In addition to the two speakers mentioned it is expected that representatives of department stores will address the meeting.

F. F. Dole With "Harper's Bazar"

Frank F. Dole, who has been an exhibitor and breeder of dogs for the past 30 years, and formerly manager of the dog department of *Vanity Fair*, has recently joined the staff of *Harper's Bazar* to take charge of its dog department.

Burt J. Paris in Business for Himself

Burt J. Paris has established an Advertising Service Agency with offices in New York. Mr. Paris was formerly a member of the advertising staff of the Aeolian Company, which position he has held for the past five years.

The Development Of An Idea

The successful development and steady growth of The Knickerbocker Press is simply the evolution of an idea. The idea was that Albany alone could not support a newspaper of the kind which its owners desired to make The Knickerbocker Press, but that Albany, Troy, Schenectady and the Capitol District could and would. The present owners bought The Knickerbocker Press May 20th, 1910. Then it had a circulation of less than 2000. Now it has a net paid daily circulation of over 40,000 and a Sunday paid circulation of about 35,000.

The circulation of The Knickerbocker Press has been built solely on its merits as a newspaper. The Daily sells for one cent within 25 miles of Albany—Troy and Schenectady—and outside of the 25 mile circle it sells for two cents. The Sunday sells for five cents, everywhere. The result is that The Knickerbocker Press is one of the very few newspapers in the United States making its circulation pay. And the "Idea" behind The Knickerbocker Press has just begun its growth.

LYNN J. ARNOLD
President

The Knickerbocker Press

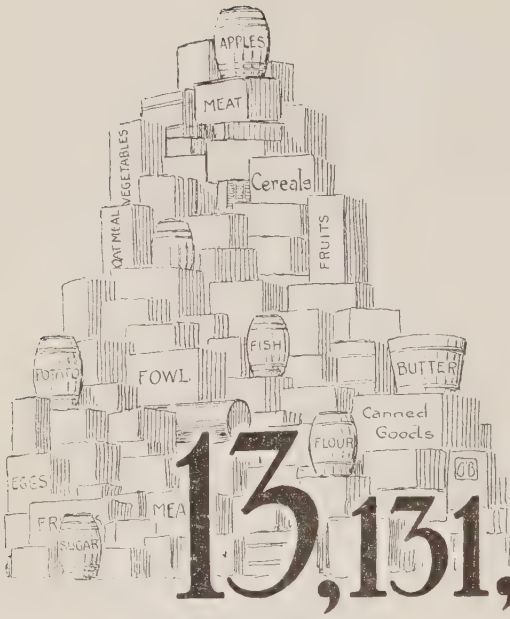
Albany—Troy—Schenectady
And The Capitol District

Dated Nov. 5th, 1915

all Mankind! Sloan's Liniment
SPRING-STEP RUBBER HEELS
RED PUG
50¢ PUT ON
ORIGINAL-GENUINE
ASK FOR
The Food Drink for All Ages
Horlick's Malted Milk
Some Day—
Mr. Coffee Drinker Will Find
"There's a Reason"
For POSTUM
ROYAL BAKING POWDER
ABSOLUTELY PURE
ROCKWOOD'S PURE GOOD COCOA
TOOTSIE ROLLS
Pure, Clean Chocolate Candy
Tell your Children to buy them. They're good for them and good for you.
WRAPPED DUSTPROOF
SINGLE ROLLS 1¢
BOXES 5¢ 10¢
7th Inning
All Stretch
The "Live" LEATHER BELT
Costs no more than ordinary belts—worth more
GET THE GENUINE!
Look for this Mark Button
INSIST ON
Hecker's
Best for every purp
Barrett Nephews & Co.
Old Street Market
Speed — Safety — Dispatch
in every line of the Day Liners
Hudson River Day Line
Nujol
FOR CONSTIPATION
The purest form of the white mineral oil your doctor prescribes
Odorless and tasteless
Drug stores everywhere or send twenty five cents for trial pint bottle
STANDARD OIL COMPANY
BAYONNE, N.J.
We celebrate
ELECTRICAL PROSPERITY WEEK
NOV. 29 - DEC. 4
Come! Celebrate with us
to your benefit — to your profit
WATCH! THIS SPACE WATCH!
Brooklyn's Big Electrical Show
Special House Wiring Offer
s what I get for
LEYS
REIG
BF
Long Islan
Lo
Brooklyn Ped
1,889,925 Pas
Broo
To reach these ped
BROADWAY SUBWAY & HOM
Telephone Cortlandt 6311
THE ABOVE C
ADVERTISERS

G CARDS
KLYN

Nestlé's
Do You Know
Of the 1400 varieties grown - you will like this rice best
COMET RICE
DROMEDARY
Day Right
with
JEMIMA
PANCAKES
HOTEL ASTOR GUESTS' COFFEE
EGYPTIENNE
STRAIGHTS
100% PURE TURKISH TOBACCO
10 FOR 10 CENTS
FLICKS
CHOCOLATES
Ghirardelli's
Uneeda
Biscuit
WITH MILK
NATIONAL BISCUIT COMPANY
Real Coffee
White Rose
COFFEE
Your child's health is
better than her teeth.
Do you provide
Dentacura
TOOTH-PASTE
Each tube a tooth insurance policy
PEP-O-MINT
LIFE SAVERS
A DAINTY CONFECTION
ALE DRINKERS
A PAIR OF
RUDDY WEAR
THEY FEEL CHEER
Drink BASS A
found in
is
in Brooklyn
Daily on the
Insit
these people are
AR ADVERTISING CO., Inc.
31 Nassau Street, New York
F THE
STEM



13,131,766 Meals

were served in Y. M. C. A. restaurants last year. Think of the amount of cereal, bacon, sausages, coffee, flour, canned goods, etc., etc., needed to prepare all these meals. All these supplies, as well as everything for the operation and maintenance of 2500 big Y. M. C. A. buildings (including bed rooms for 153,872 men, libraries, gymnasiums, etc.), are purchased by Y. M. C. A. secretaries. They use as their buying directory "Association Men" and give advertisers the preference.

A new building is opened every five days.

Manufacturers, or those who direct the advertising of any article for household consumption or for men's use, will find that space in "Association Men" is the best means of getting a chance at some of the $14,000,000 spent annually for building supplies and maintenance alone.

A growth of over 400 pages of advertising in five years proves that it pays to advertise in

ASSOCIATION MEN

F. A. WILSON-LAWRENSON
Business Manager
124 East 28th Street - New York

The Government's View of Exclusive Dealer Agreements

The Sharp Contrast Between Court Rulings and the Government's Theory —Possible Effect of the Clayton Act

By Gilbert H. Montague

Of the New York Bar

THERE are very few trades indeed in which some form of exclusive agreement with distributors does not exist. Such agreements are sometimes based upon written forms of contract, or they may rest solely upon an oral understanding between the parties. A manufacturer sometimes grants the exclusive sale of his product to a single dealer in a town, or to a single jobber in a given territory, in return for a certain standard of service: or he offers to sell his goods only to those dealers or jobbers who will refrain from handling the goods of competitors: again, he confines the sale of some special product to such distributors as will agree to handle his whole line: and so on. The manufacturer of a number of products in the same general class sometimes parcels them out among the several dealers in a given town, granting to each dealer the exclusive right to sell a particular product. The producer of some single product sells it to all distributors for re-sale under private brands, and at the same time gives certain jobbers the exclusive sale of the same product under the factory brand. In fact, the forms of exclusive agreement are so varied, and its use is so extensive, that almost every manufacturer or distributor comes at some point into contact with it.

Now each of those forms of agreement, as well as some others which I have not mentioned specifically, has at some time or other been woven into the fabric of a Government prosecution for restraint of trade. Some of them have been specifically upheld by the courts, and some have been as definitely condemned. Some have been sharply criticised when occurring in one set of circumstances, and the same acts have been declared blameless when they took place under different conditions. To attempt to ascertain the legality of a particular form of exclusive agreement may seem like trying to locate the elusive pea under the three walnut-shells (indeed, much of this subject does bear some family relationship with that traditional form of amusement), yet the manufacturer, and particularly the advertising manufacturer, may find that much depends upon that very point. No one who has not actually had the experience can understand the dogged persistence with which the Government pursues the slightest suspicion that such agreements exist, or the ingenuity which it sometimes exercises in putting upon them the most sinister interpretation.

In brief, it may be stated that nothing is calculated to arouse the energies of the Department of Justice more quickly than the suggestion, no matter how remote, that a product is sold on an "exclusive" basis. The cross-examinations which are conducted by the Government agents with a view to ferreting out suspected agreements with jobbers or dealers are almost unbelievably vigorous and remorseless. Let me cite one instance which fell under my own observation.

AN "AGREEMENT" WHICH DID NOT EXIST

A certain concern had received an application for territory from a jobber, somewhere in the Middle West. For perfectly legitimate reasons, this concern did not desire to take on that particular jobber, and yet didn't care to offend

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him. So the president wrote him a nice letter, stating that it had been found advisable to deal only through jobbers who did a certain minimum gross business, and employed a certain number of salesmen. There were some other conditions, too, of no particular importance, and the whole thing represented a rather graceful "turn down" which effectually disposed of the whole matter.

But a year or two later, when the concern was under suspicion of trade restraint, the Government discovered the carbon copy of that letter in the files, and straightway demanded a copy of the concern's "agreement" with its distributors. No such "agreement" existed, or ever had existed, yet the Government nearly turned the whole organization upside down in the endeavor to find one. The casual "turn down" of an undesirable customer had become a formidable piece of evidence, and the officers of the concern were lucky to escape nervous prostration before it was explained to the satisfaction of the District Attorney.

I mention that incident chiefly for the purpose of showing the importance with which the Government regards exclusive relationship with distributors. We shall find, when we come to examine the court opinions, that they are not always in harmony with the Government's notions. But this fact is to be noted; that after a few complaints have been made by substantial business men, the Government is almost invariably certain to put the most sinister construction upon such a relationship, and a system of distribution through exclusive dealers or jobbers is often the first point of attack and the object of the most bitter condemnation. A special section of the Clayton Act* was framed for the purpose of emphasizing the importance of this branch of the subject.

Now, here again it is necessary to bear clearly in mind the distinction between the view of the Government and the view of the courts. There is little doubt that the Department of Justice regards any form of exclusive dealer agreements with foreboding. The courts, however, have not yet been inclined to take such an extreme view, and the conflicts which are so often apparent between the terms of consent decrees and the principles laid down in court opinions are, to say the least, confusing. And this confusion has now been augmented by the enactment of the Clayton Law. Unquestionably the Government officials believe that the Clayton Law specifically upholds their views as to exclusive dealer agreements. Thus, according to Section 3, "it shall be unlawful for any person. . . to. . . make a sale. . . of goods. . . on the condition, agreement or understanding that the purchaser thereof shall not use or deal in the goods. . . of a competitor. . . *where the effect of such. . . sale. . . may be to substantially lessen competition or tend to create a monopoly.*"

But nobody knows exactly what it means to "substantially lessen competition or tend to create a monopoly." Until the courts have had a chance to pass upon it, its meaning is certainly debatable. Without doubt the Government will insist upon the strictest possible construction, and it is equally certain that the courts will weigh it in the light of public policy. Just as the Sherman Act which, when read literally, forbids attempts to monopolize *any part* of trade or commerce, has been modified by

*"SEC. 3. That it shall be unlawful for any person engaged in commerce in the course of such commerce, to lease or make a sale or contract for sale, of goods, wares, merchandise, machinery, supplies or other commodities, whether patented or unpatented, for use, consumption or resale within the United States or any Territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, or fix a price charged therefor, or discount from or rebate upon, such price, on the condition, agreement or understanding that the lessee or purchaser thereof shall not use or deal in the goods, wares, merchandise, machinery, supplies or other commodities of a competitor or competitors of the lessor or seller, where the effect of such lease, sale, or contract for sale or such condition, agreement or understanding may be to substantially lessen competition or tend to create a monopoly in any line of commerce."

See also SEC. 2 relating to discriminations in price.

Better Business

is shown by the NEW
subscription business of

THE YOUTH'S COMPANION

IN AUGUST, 1915 . 32 per cent. gain
IN SEPTEMBER . 21 per cent. gain
IN OCTOBER . . 24 per cent. gain
in NEW subscriptions
over the corresponding months of 1914

These subscriptions are all ***new*** subscriptions—all for full year—all for full price, $2.00.

Ingersoll Had to Know Business

W. H. Ingersoll, Marketing Manager of Robert H. Ingersoll & Brother, and responsible for the advertising and sale of five million watches last year, did not begin in his present position.

He has risen to one of the big jobs of America, not only because he has been a successful advertising man, but because he realized that to meet the problems of a growing business, he must master the principles governing all branches of business.

Mr. Ingersoll says of the Alexander Hamilton Institute: "Your Course and Service gives the first coherent presentation of the entire subject of business. It gives one a perspective and an appreciation of essentials, as well as much knowledge regarding right and wrong methods of procedure. It seems to me impossible to over-estimate the value of the Course to business men who desire to make an earnest study of business principles."

The experience of successful business men like Ingersoll is made available to you through the Modern Business Course and Service of the Alexander Hamilton Institute.

You can learn the fundamental principles and the best practice of all business. You can learn Banking, Finance, Organization, Auditing, Sales, Advertising, Real Estate, Management.

The 30,000 subscribers to the Modern Business Course and Service include several hundred advertising and agency men as well as men in every rank of business and professional life. To all these it gives knowledge that could be otherwise obtained only by years of bitter experience—if at all. Find out today what it offers you.

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FRANK A. VANDERLIP, LL. D., President of the National City Bank of New York.

JOHN HAYS HAMMOND, LL.D., Mining Engineer.

JEREMIAH W. JENKS, LL. D., Professor of Government, New York University.

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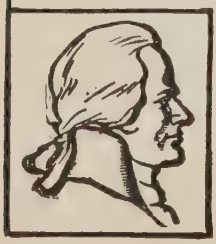
contains a vital message for you drawn from the experience of hundreds of successful business men. The book has 119 pages. We will gladly send you a copy, free, if you will fill out this coupon.



Alexander Hamilton Institute

31 Astor Place, New York

Without placing me under any sort of obligation, send me your book, "Forging Ahead in Business," and full information regarding your Course and Service.
(Write your name, address and business position below.)

the famous "rule of reason," so the Clayton Act will be interpreted in such a way as will best promote the public welfare*. It is quite futile to attempt to make predictions. The Government's first important case under the Clayton Act has just been filed at St. Louis, against the United Shoe Machinery Corporation, and a year or two may perhaps elapse before a final adjudication can be arrived at. It is useful, however, to point out that the views of the courts as expressed in a number of carefully considered opinions, under the Sherman Act, are not at all in harmony with the contentions of the Government as they appear in consent decrees, in bills of complaint, and in the literal terms of the Clayton Act itself. Let us examine one of the leading contested cases on this point of exclusive dealer agreements, and compare the reasoning of the court with the claims of the Government.

A COURT'S VIEW OF MANUFACTURERS' RIGHTS

The case in question is that of Whitwell vs. Continental Tobacco Company (125 Fed. 454). The defendant manufacturer sold its products at a certain price to such customers as would not handle competing goods, and charged a uniformly higher price to other customers. It was alleged that this arrangement constituted an attempt to monopolize such as is forbidden by Section 2 of the Sherman Act, and suit was filed by a dealer who felt that he had been injured by it. In deciding the case, the court said:

"The tobacco company and its competitors were not dealing in articles of prime necessity, like corn and coal, nor were they rendering public or quasi-public service, like railroad and gas corporations. Each of them, therefore, had the right to refuse to sell its commodities at any price. Each had the right to fix the prices at which it would dispose of them, and the terms upon which it would contract to sell them. Each of them had the right to determine with what persons it would make its contracts of sale. . . . The exercise of these undoubted rights is essential to the very existence of free competition, and so long as their exercise by any person or corporation in no way deprives competitors of the same rights, or restricts them in the use of these rights, it is difficult to perceive how their exercise can constitute any restriction upon competition or any restraint upon interstate trade.

"The acts of the defendant which are alleged by the complaint in this action to constitute an unlawful restraint upon interstate commerce are nothing more than the lawful exercise of these unquestioned rights which are indispensable to the existence of competition or to the conduct of trade. The tobacco company and its employee fixed the prices of its commodities so high that the plaintiff could not profitably buy them. This was no restriction upon free competition, because it left the rivals of the company free to sell their competing commodities at any price which they elected to charge for them. It would have been no violation of the law under consideration if the tobacco company and its employee had combined to refuse to sell any of its commodities at any price, and to retire from the business in which they were engaged entirely. Much less could it be a violation of this act for them to fix their prices too high for profitable investment by the plaintiff.

"The tobacco company and its employee sold its products to customers who refrained from deal-

*It is interesting to note that while the Clayton Act apparently forbids the manufacturer to make an agreement with a dealer whereby the latter is restrained from dealing in the goods of competing manufacturers, the Act does not prohibit the dealer from making an agreement restraining the manufacturer from selling to competing dealers. In passing the Act Congress did not seem to fear that restraint of trade may arise when a dealer prevents his fellow merchants from handling a manufacturer's goods. So far as the Clayton Act is concerned the dealer can say to the manufacturer: "I will handle your line if you will sell it to nobody else in my trade territory." The dealer can tie up the manufacturer as much as he likes, but the moment the manufacturer attempts to tie up the dealer the Clayton Act steps in.

ing in the goods of its competitors at prices which rendered their purchases profitable. But there was no restriction upon competition here, because this act left the rivals of the tobacco company free to sell their competing commodities to all other purchasers than those who bought of the defendants, and free to compete for sales to the customers of the tobacco company by offering to them goods at lower prices or on better terms than they secured from that company. The tobacco company and its employee were not required, like competitors engaged in public or quasi-public service, to sell to all applicants who sought to buy, or to sell to all intending purchasers at the same prices. They had the right to select their customers, to sell and to refuse to sell to whomsoever they chose, and to fix different prices for sales of the same commodities to different persons. In the exercise of this right they selected those persons who would refrain from handling the goods of their competitors as their customers, by selling their products to them at lower prices than they offered them to others. There was nothing in this selection, or in the means employed to effect it, that was either illegal or immoral." . . .

REDUCTIO AD ABSURDUM

"It is contended, however, that this selection by the defendants of customers who refrained from selling the goods of their competitors violated Section 2 of the anti-trust act, because it was an 'attempt to monopolize. . . part of the trade or commerce among the several States.' It is admitted that the practice of the defendants was not only an attempt, but a successful attempt, to monopolize a part of this commerce. But is every attempt to monopolize any part of interstate commerce made unlawful and punishable by Section 2 of the act of July 2, 1890? If so, no interstate commerce has ever been lawfully conducted since that act became a law, because every sale and every transportation of an article which is the subject of interstate commerce is a successful attempt to monopolize that part of this commerce which concerns that sale or transportation. An attempt by each competitor to monopolize a part of interstate commerce is the very root of all competition therein. Eradicate it, and competition necessarily ceases—dies. Every person engaged in interstate commerce necessarily attempts to draw to himself, and to exclude others from, a part of that trade; and, if he may not do this, he may not compete with his rivals, all other persons and corporations must cease to secure for themselves any part of the commerce among the States, and some single corporation or person must be permitted to receive and control it all in one huge monopoly.

"It was not—it could not have been—the purpose or the effect of the second section of this law [the Sherman Act] to prohibit or to punish the customary and universal attempts of all manufacturers, merchants, and traders engaged in interstate commerce, to monopolize a fair share of it in the necessary conduct and desired enlargement of their trade, while their attempts leave their competitors free to make successful endeavors of the same kind. The acts of the defendants were of this nature, and they did not violate the second section of the law. An attempt to monopolize a part of interstate commerce, the necessary effect of which is to stifle or to directly and substantially restrict competition in commerce among the States, violates the second section of this act. But an attempt to monopolize a part of interstate commerce which promotes, or but indirectly or incidentally restricts, competition therein, while its main purpose and chief effect are to increase the trade and foster the business of those who make it, was not intended to be made, and was not made, illegal by the second section of the act under consideration, because such attempts are indispensable to the existence of any competition in commerce among the States.

"There is another reason why the complaint in this action fails to state facts sufficient to constitute a cause of action: The sole cause

FORCEFUL SELLING ARGUMENTS

must be attractive and convincing to gain the attention of the man to whom you want to sell.

Skill - experience - facilities

are essential to produce such literature.
We have them.
May we send our representative?

LEHMAIER & BRO.
PRINTERS AND DESIGNERS
295-301 LAFAYETTE STREET
NEW YORK, N.Y.

Ask on your business stationery for a copy of "A Dynasty of Printers."

SOMETHING·TO·DO

The Magazine for Children

has applied for membership in the

A. B. C.

Buy your advertising in Children's Magazines on an official audit and get what you pay for.

TRY

SOMETHING·TO·DO

120 BOYLSTON STREET BOSTON, MASS.

of the damages claimed in it is shown to be the refusal of the defendants to sell their goods to the plaintiff at prices which would enable him to resell them with a profit. Now, no act or omission of a party is actionable, no act or omission of a person causes legal injury to another, unless it is either a breach of a contract with or of a duty to him. The damages from other acts or omissions form a part of that *damnum absque injuria* for which no action can be maintained or recovery had in the courts. The defendants had not agreed to sell their goods to the plaintiff at prices which would make their purchase profitable to him, so that the damages he suffered did not result from any breach of any contract with him. They were not caused by the breach of any legal duty to the plaintiff, for the defendants owed him no duty to sell their products to him at any price—much less at prices so low that he could realize a profit by selling them again to others. The complaint therefore fails to show that any legal injury or actionable damages were inflicted upon the plaintiff by the acts of the defendants and the judgment below is affirmed." (pp. 460-463.)

THE CREAM OF WHEAT AND KODAK CASES

That doctrine has been several times upheld in the courts. It was affirmed in slightly different phraseology in the Cream of Wheat case (Great Atlantic & Pacific Tea Co. vs. Cream of Wheat Co., D. C. S. D. N. Y., not yet reported) where Judge Hough said:

"Numerous individuals and corporations have been enjoined from restraining the trade of other people, no matter how flourishing the offender's trade might be, nor how greatly the general volume of trade has increased during the period of restraint. But *never before has it been urged that, if I. S. made enough of anything to supply both Doe and Roe, and sold it all to Doe, refusing even to bargain with Roe, for any reason or no reason, such conduct gave Roe a cause of action.*" (pp. 6-7.)

Also in the Eastman Kodak case (United States vs. Eastman Kodak Co., D. C. W. D. N. Y., not yet reported) Judge Hazel's opinion is susceptible of the view that the exclusive-dealer arrangement might have been held lawful if it had stood alone.

"Defendants argue generally," said the court, "that manufacturers have the legal right to encourage dealers by extra profits or by other fair inducements to handle their goods exclusively; that such an arrangement is to the interests of both; and that the Eastman Kodak Company was the first to induce stationers, druggists, and others to handle its goods as a side line. All this and more, it may be conceded, separated from other acts, might furnish no ground for holding that there was an illegal monopoly, but the arbitrary enforcement of the restrictive conditions by the establishment of a system of espionage and the keeping of records of violations of such conditions with a view of penalizing such dealers, are evidences of an intention to promote a monopoly."

WHAT CONSENT DECREES SHOW

Thus the courts. From the foregoing it might seem safe to assume that an agreement with a dealer to handle one's goods exclusively would be lawful, provided that the goods are not a necessity of life, that competitors are not restrained from competing with one another, and that the situation is not complicated by other acts in restraint of trade. Such an assumption, however, fails to make any allowance for the new standards of conduct as laid down by Congress in the Clayton Act, and it is, moreover, quite at variance with the notions of the Government on the subject. It is conceivable that the doctrine expressed above might still be successfully defended *in the courts*, in spite of the Clayton Act; but unless a man is prepared to stand the expense of a trial he is likely to be more interested in Uncle Sam's view of the matter. And his view, as expressed in some of the consent decrees, pre-

HARMONY

HARMONY in printing is a skilful blending of many separate elements of which not the least is paper.

STRATHMORE Quality

PAPERS

When looking for the proper printing ingredients you will find a Strathmore paper, either bond, book, cover or special, that will chime in tunefully with any message you seek to convey.

How Strathmore papers harmonize with various subjects is demonstrated by the Strathmore Sample Books. Write for these books to-day.

STRATHMORE QUALITY

STRATHMORE
PAPER CO.
MITTINEAGUE, MASS.
U. S. A.

The Unknown South.

Were You Aware of These Facts?

Southern Grain Crop for 191 shows increase of three hundred an forty-six million bushels over 1914 and has estimated value of $1,330 000,000, which exceeds by $395 000,000 the average cotton crop fo the last ten years. The South pro duces 88 per cent of the U. S. tobac co crop. Capital invested in South ern manufactures increased nine hun dred per cent from 1880 to 1909. C 262 lines of manufactures in the U. S 236 are carried on in the South. 6 per cent of new spindles since 189 installed in Southern mills. Sout now manufactures more cotton tha all the rest of the U. S. Annual South ern manufactures valued at ove **$4,000,000,000.**

Twenty-one billion feet of the thirt eight billion feet of lumber cut in the U. in 1913, was cut in the South. Total value Southern forest products annually amoun to almost $500,000,000. The South produces the country's supply, 75 per cent of the Co ing Coal; 41 per cent of Zinc; 42 per cent Lead; 80 per cent of Phosphate; produces of the 57 useful minerals mined in the U.

The South's Biggest Year.

Never in history have the uthern States had so much ney to spend as they will ain from October 1, 1915 April 1, 1916. In this pe- l approximately 12,000,- bales of cotton will be rketed at a minimum of per bale, or an income n cotton alone, outside ts by-products, of $600,- ,000. Figuring in the sub- ntial increases in the in- es from the cereals, cat- hogs, fruits, manufac- s etc., the gross increase **Southern income** is ap- ximately **$300,000,000.**

his money awaits those will go out for it quick- nd efficiently. All we ask n opportunity to prove to that the Southern news- rs are the answer.

MERS OF THE SOUTHERN NEWSPA- PER PUBLISHERS' ASSOCIATION.

For detailed information of any kind address papers direct.

ALABAMA
- Birmingham, Age-Herald
- Birmingham, Ledger
- Birmingham, News
- Gadsden, Journal
- Gadsden, Times-News
- Mobile, Item
- Mobile, Register

ARKANSAS
- Little Rock, Arkansas Democrat

FLORIDA
- Jacksonville, Metropolis
- Jacksonville, Times Union
- Tampa, Times
- Tampa, Tribune

GEORGIA
- Albany, Herald
- Atlanta, Constitution
- Atlanta, Georgian
- Augusta, Chronicle
- Augusta, Herald
- Macon, Telegraph
- Savannah, Morning News
- Waycross, Journal

KENTUCKY
- Louisville, Courier Journal
- Louisville, Herald
- Louisville, Times

NORTH CAROLINA
- Asheville, Citizen
- Asheville, Gazette-News
- Charlotte, News
- Charlotte, Observer
- Greensboro, News
- Raleigh, News & Observer
- Raleigh, Times
- Winston-Salem, Sentinel

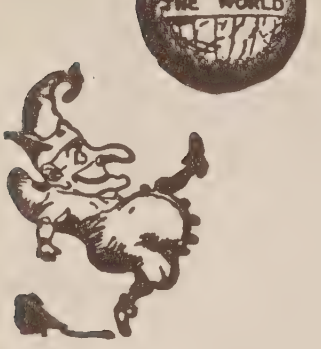
SOUTH CAROLINA
- Anderson, Daily Mail
- Charleston, News & Courier
- Charleston, Post
- Columbia, Record
- Columbia, State
- Greenville, News
- Spartanburg, Herald

TENNESSEE
- Bristol, (Va.-Tenn.) Herald Courier
- Chattanooga, News
- Chattanooga, Times
- Knoxville, Journal & Tribune
- Knoxville, Sentinel
- Memphis, Commercial Appeal
- Memphis, News Scimitar
- Nashville, Banner
- Nashville, Tennessean

TEXAS
- Austin, Statesman
- Beaumont, Enterprise
- Galveston, News
- Texarkana, Four States Press

VIRGINIA
- Lynchburg, News

This is the sixth of a series of advertisements prepared by THE MASSENGALE ADVERTISING AGENCY, Atlanta, Ga. for the members of the S. N. P. A.



"PUNCH"
THE UBIQUITOUS

THE Hon. Joint Secretaries of The Kensington War Hospital Supply Depôts, writing to the proprietors of PUNCH under date September 30, 1915, say:

"The Council desire us to thank you again very sincerely for the splendid help given to the Depôts by the advertisements which appeared in your Journal in July and the early part of August.

"It is impossible to say how much the donations amounted to, and not only donations, but gifts in kind, and also a great deal of personal help; we can say that a constant stream of letters, containing cheques and postal orders, followed at once from the advertisements, and now, at the end of September, still come. Every mail brings us letters and cheques from South Africa, Nigeria, Borneo, India, Australia, and elsewhere, which actually mention PUNCH, and scores of letters which send donations, without saying how they came to know of our existence, but we feel sure have followed the reading of PUNCH, the ubiquitous."

Will you share in the world-wide golden harvest available to advertisers of high-class goods in PUNCH'S pages?

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C., England

sents some very interesting contrasts with the doctrine laid down by the courts in the decisions above quoted.

For example, we find in the consent decree obtained in the Thread Case (United States vs. American Thread Company, D. C. N. J.) that the defendants were perpetually enjoined "from soliciting or exacting from wholesale or retail dealers or jobbers or from customers of competitors in the United States any agreement not to handle or to cease handling the brands of competitors; or from refusing to deal with, or discriminating against, or threatening to refuse to deal with or to discriminate against those who handle the goods of competitors; or from canvassing the retail trade of any dealer or jobber and thereupon offering the orders thus obtained to such dealer or jobber upon condition that he shall cease to buy thread from a competitor of the defendant or of any of them." (p. 9.)

That is pretty sweeping and comprehensive, and so is the decree in the electric lamp case (United States vs General Electric Company *et al.*, N. D. Ohio) which provides:

"Sixth: That the General Electric Company and the other above-named Lamp Manufacturing Defendants, and each of them, their officers, agents and servants, are perpetually enjoined and restrained from making or enforcing any contracts, arrangements, agreements or requirements with dealers, jobbers and consumers, who buy from the said defendants either tantalum filament, tungsten filament, metalized carbon filament or ordinary carbon filament lamps, or any of them, by which such dealers, jobbers and consumers are compelled to purchase all their ordinary carbon filament lamps from said defendants as a condition to obtaining such other types of lamps, or any of them, or by which dealers, jobbers and consumers are compelled to purchase any one or more of the above-mentioned types of lamps, from said defendants as a condition to the purchase or supply of any other or all of said

types of lamps; and the said General Electric Company and the lamp manufacturing defendants aforesaid are perpetually enjoined and restrained from discriminating against any dealer, jobber or consumer desiring to purchase tantalum, tungsten or metalized carbon filament lamps because of the fact that such dealer, jobber or consumer purchases ordinary carbon filament lamps from others, and are perpetually enjoined and restrained from discriminating against any dealer, jobber or consumer desiring to purchase any one or more of the above-mentioned types of lamps because of the fact that such dealer, jobber or consumer purchases any other of said lamps from other manufacturers or dealers." (pp. 7-8.)

THEORY APPLIED TO DIRECT SALES

No comment is necessary on the foregoing. It is evident that the Government goes further—to say the least—than the carefully qualified conclusions of the courts in the decisions above quoted. An agreement with a distributor which prevents him from handling competing goods is evidence of the manufacturer's wrongful intent, and he must take the burden of relieving himself from that presumption. However much the courts may have granted as within the positive rights of business men, the Government still inclines to its own theory of the matter.

And even with respect to sales direct to the consumer, the Government holds to the same theory. Thus in the petition against the American Can Company, a case which is now being contested in the District Court at Baltimore, we find the following accusation:

"For the purpose of maintaining control of the market, the principal defendant has induced or compelled its customers to enter into long-time contracts to purchase cans exclusively from it, and has prevented its customers from dealing with such independent establishments as exist, by threats (among others) that if they do so it will cancel the contracts it already has with such customers and

THE AYER & SON ADVERTISEMENT

(*Concluded*)

notable achievement he was knighted by the Emperor of Austria, and now all the peoples of the earth abide by the standards of the Fairbanks Scales of St. Johnsbury, Vt.

Dean Richmond was not entirely satisfied with the mode of travel which prevailed in his early days. He believed there must be a better way than rumbling ponderously up hill and down dale in the old stage coach rolling on its leathers. Thus the great N w York Central Railroad was founded by Dean Richmond of Vermont, where those first railroads followed assiduously the old crooked Indian trails.

Alvin Adams knew there must be a better way than freight by which to transport packages, and the famous Express Company which bears his name is the living illustration of Alvin Adams' "better way."

In the industrial world there are many examples of Vermont's superior achievements.

At Brattleboro they have mastered the art of making pipe organs the "better way," and Estey Organs are making music for all nations.

In Burlington, the Wells Richardson Company's Diamond Dyes have taught the women of every country a better way to economy and good taste in dress.

Vermont's manufacturers have evidently inherited from their ancestors the spirit which never surrenders the banner to opponent or competitor. They are walking away with the colors in many an industrial field, and the only point lacking is the publicity which makes world-wide the story of each superior Vermont product.

We rise merely for a point of information — Can Advertising Headquarters do anything to help spread the fame of Vermont's "better way"?

N. W. AYER & SON

PHILADELPHIA

NEW YORK BOSTON CHICAGO

will refuse to enter into further contracts with them or sell any cans to them. The effect of such threats and acts is to prevent and restrain dealings with independent can makers." (pp. 19-20.)

Again, in the petition in the corn products case (United States vs. Corn Products Refining Company) now being tried at New York, the petition recites:

"In November, 1906, just prior to the time that the first independent glucose factory placed its products on the market, the defendant, the Corn Products Refining Company, and the Glucose Sugar Refining Company (later called Corn Products Manufacturing Company) submitted to the trade what was designated as a profit-sharing plan or proposition, and announced that they would set aside out of the profits from the sale of glucose and grape sugar for the last six months of the year 1906 and pay to their customers an amount equal to ten cents per hundred pounds on all sales of glucose and grape sugar made to such customers during such period, the payment of the profits to be made on December 31, 1907, on condition that for the remainder of the year 1906 and throughout the entire year 1907 such customers should purchase exclusively from the Corn Products Refining Company or the Glucose Sugar Refining Company or their successors, all the glucose and grape sugar required for use in their establishments. The rebating or profit-sharing plan was continued until the year 1910." (pp. 20-21.)

In brief, it is the practice of the Government, when a substantial complaint under the Sherman Act has been lodged against a manufacturer, to place upon him the whole burden of proving that his exclusive dealer relations are free from the taint of a wrongful purpose. Not every concern can afford the expense of protracted litigation against the vast resources of the Department of Justice. Very often a consent decree is the only way out of a bad corner, and under those circumstances the Government is usually able to insist upon its own interpretation.

It is interesting to note, in this connection, the breadth of the Government's original charges in the harvester case (United States vs. International Harvester Company, 214 Fed. 987) which is now awaiting a final decision before the Supreme Court, as contrasted with the results of the trial of this case. Although the Government won its case in the lower court, none of the charges based on its dealer contracts appear to have been sustained. In its petition, however, which was filed in the District Court in 1912, the Government laid great stress upon certain exclusive dealer agreements which it regarded as clearly unlawful, and as evidence of a purpose to monopolize the trade. I quote from the original bill of complaint:

"By reason of the fact that defendants manufacture the well-known and standard types of harvesting machines and implements, without which the implement dealer can only with great difficulty, if at all, maintain a successful business, defendants have been and now are enabled to compel such implement dealers to enter into [exclusive] contracts of the character described.

"In towns where there are more than one retail implement dealer defendants have adopted and are now carrying out the policy of giving to each dealer the exclusive agency for a certain well-known machine, such as the 'McCormick' or 'Deering' grain binder or mower, instead of giving to one dealer an agency for all defendants' lines, intending thereby to obtain for themselves the services of all responsible implement dealers, and, by means of the contracts hereinbefore described, to monopolize all trade and commerce in harvesting and agricultural implements.

"Since defendants acquired a monopoly of harvesting machinery, they have expanded into other lines of agricultural implements and are now engaged in securing a monopoly of those lines, among other ways by threats to dealers to withhold from them the harvesting implements of the combination unless given special treat-

Rain and Snow

THE efficient commercial artist in addition to knowing the technique of drawing, painting, etc., must certainly know the subject he illustrates, and by that we mean the object itself, its setting, action, surrounding scenery, etc.

For example, he wouldn't picture a beautifully dressed woman walking down Fifth Avenue in a pouring rain without an umbrella.

He wouldn't show a touring car full of people with the top down in a pouring rain.

Neither would he show an automobile in snow or slush without Anti-Skid chains on the tires.

Everybody who saw these inconsistencies in print in the magazines, newspapers, posters, car cards, etc., would say:

Well, Isn't That Ridiculous!

—And that makes us again remind artists, layout men and copy experts of the prize offer of $50.00 which will be given for the best suggestion for an illustration emphasizing the inconsistency of picturing an automobile without Anti-Skid chains in scenes of snow, mud or wet pavements.

Suggestions must be in our hands before December 1st

WEED CHAIN TIRE GRIP COMPANY

Advertising Department

37 West 39th Street New York

Canadian Campaigns

ADVERTISERS influenced in the selection of mediums and agency service by the fact of membership in the Audit Bureau of Circulations are advised that the undernamed are some of the publications and agencies which are

A B C
Members in Canada

DAILIES

HERALD & MAIL . . Halifax
(also Weekly Edition)
HERALD . . . . . Calgary
EVENING PROVINCE . Regina
TIMES . . . . Moose Jaw
FREE PRESS . . . . London
BRITISH WHIG . . Kingston
(also Weekly Edition)
EVENING CITIZEN . . Ottawa

ILLUSTRATED WEEKLIES

CANADIAN COURIER . Toronto

AGRICULTURAL WEEKLIES

FARM & DAIRY . Peterborough
FARMERS' ADVOCATE . London
CANADIAN FARM . . Toronto

ADVERTISING AGENCIES

H. K. McCANN CO., Ltd. . Toronto
J. WALTER THOMPSON CO., Ltd. . . . . Toronto

Authoritative and necessary data about the Canadian market and the advertising mediums that reach it (including rates, circulation, etc.) is contained in LYDIATT'S BOOK, "What's What in Canadian Advertising." Invaluable to anyone considering Canada. 334 pages, leather-bound, pocket-size, price $2.00. From W. A. LYDIATT, 53 Yonge St., Toronto, Canada.

ment and preferences in respect to the new lines of agricultural machinery manufactured by defendants, or by allowing special confidential commissions on harvesting machinery to such dealers, or by giving unusual credit, or by the exercise of the power given by the annulment clause in the contracts above described." (pp. 20-22.)

After a long and protracted trial, not one of those charges of illegality was apparently sustained by the court. But if the International Harvester Company had been a small concern, which had been unable to contest the case, or if it had been unwilling to submit to all the disagreeable publicity which goes with a Government prosecution, it would most probably have been compelled to consent to a decree finding the company guilty of all these agreements, and branding all of them as illegal, and restraining the company from continuing any of them. No matter how necessary some of them may have been to the welfare of the company's business, the Government's theory of their illegality would probably have wiped them off the slate then and there. That is one of the main reasons why exclusive dealer arrangements should be entered into with the greatest circumspection, and controlled with the greatest care and patience. The view of the courts, as expressed in leading cases, gives a good deal of latitude to the manufacturer who wants to protect his product by some form of exclusive contract, but the attitude of the Government, with the encouragement it appears to draw from the Clayton Act, indicates that he may possibly have to fight for it.

The next article in this series will discuss the subject of patents as related to restraints of trade.

Newark's Prize Poster

The first prize in the poster competition of the committee in charge of the 250th anniversary of the founding of Newark, N. J., has been awarded Adolph Treidler, of New York. The second award went to Miss Helen Dryden, also of New York, and the special prize to A. E. Foringer of Grantswood, N. J.

Rice & Hutchins' Zone System of Distribution

(*Continued from page 8*)

ways beneficial to the business as a whole.

It standardized a liberal and growing percentage of the company's production, because Educator styles are staple and do not change except occasionally in unimportant details pertaining to patterns and materials.

The merchandising plan and the selling appeal behind the line raised it above the plane of ordinary merchandise and price competition. Retailers were sold a merchandising idea rather than mere merchandise and it was found possible to use the Educator line for an opening wedge in developing new outlets for the general line.

Last but not least, the Educator idea was adapted to a direct appeal to consumers. It embodied the basis of a distinctive, attention-getting, reason-why selling argument in advertising copy.

In July, 1912, the company began to use a new style of copy in which they featured the X-Ray pictures of feet. This was the first advertising in which the anatomic argument was presented with illustrations showing that the bones of the foot retained their natural condition in Educator shoes and what happened when they had been cramped or bent by pointed shoes. A large amount of money has been invested in orthopedic investigation and in acquiring an extensive collection of X-Ray pictures and other photographic specimens of human feet.

The scope of the selling appeal did not stop at the obvious question of foot comfort, but the effect of foot troubles on the general health and physical efficiency was developed in detail. This copy made a strong and immediate impression on the public. From the appearance of the first ad inquiries from consumers doubled in volume and they continued to increase as the campaign de-

Bringing together the importer abroad and the American Manufacturer is the function of the AMERICAN EXPORTER. It is the recognized leading medium for export advertising. Its clients enjoy a service that not only advertises their goods in every foreign market of the globe, but also supplies translations of correspondence, credit reports, selected lists, weekly bulletin, etc.

AMERICAN EXPORTER 17 Battery Place New York

Established 1877, and published in four editions
ENGLISH SPANISH PORTUGUESE FRENCH

veloped. No material change has been made in the copy since that time but it continues to produce thousands of inquiries that denote a widespread interest in the subject. An appeal for inquiries is not featured or displayed in the copy, but consists merely of a paragraph at the conclusion of the text, offering a book entitled "Bent Bones Make Frantic Feet."

This piece of literature is a pocket-sized booklet consisting of 28 pages and cover, which is a treatise on the cause and effect of foot troubles, and a consumer catalogue in which the Educator idea is developed in detail.

The ultimate plan is to have Educator shoes for the whole family sold in every community by one or more representative dealer. Exclusive selling rights are not granted. This feature of the sales policy is a radical departure from an established custom in the distribution of trade-marked footwear. A strong consumer demand created by the advertising is the only thing that has made such a policy effective.

SOME DEALERS BALK AT TRADE-MARKED SHOES

About 700 stores in Greater New York carry Educator shoes and the aggregate number of pairs sold to them shows an annual per capita consumption of one pair to every 46 persons. In spite of this showing a surprisingly large number of inquiries are received from consumers in New York and other large cities which indicates a lack of perception by retailers in grasping the selling possibilities of the line. There are retail concerns that have a deliberate preference for losing a certain amount of business rather than handle merchandise that is trade-marked and advertised to consumers. A representative of the manufacturers recently went to the buyer of a big New York store and showed him an array of facts and figures that proved conclusively the existence of a big demand for Educator shoes in New York. The proposition was even carried up to the merchandise man, who admitted the existence of the market but refused to stock the shoes except unbranded and under the store's own name.

"Why do you come to us now," he said, "when every little dealer in town is selling the line?"

"That question is beside the point," replied the R. & H. man, "but I can answer it. You were offered the opportunity at the beginning, but you turned it down."

This incident illustrates only one of the stumbling blocks that have been encountered in securing effective distribution. A special promotion bureau is maintained at the Boston headquarters which is working exclusively on the problem of distribution efficiency. This department keeps a complete and systematic record of all sales to dealers which is compiled from reports rendered by all of the distributing houses.

This record shows that approximately 12,000 dealers are now selling Educator shoes. The amount and the number of styles bought by each dealer can be ascertained at a glance. Some dealers handle only the children's line or women's and children's, others only the men's line. Such concerns are always prospects for a complete line. Many department and dry-goods stores that originally handled only women's and children's shoes have eventually developed a men's shoe department based on an initial demand for men's Educators.

Many of the firm's best retail customers first took hold of the Educator line in a small way. There is a certain dealer in one of the large Middle Atlantic cities who sold 10,000 pairs last year. This man's store is located several blocks from the main shopping district where the volume of trade is on cheap and medium priced merchandise. When he was first approached he thought that he could not sell shoes of that grade, but he was finally persuaded to try it. The result was not only a big business, but he also traded up into higher grades with his entire stock.

While the Educator promotion department works very closely with dealers who are handling the

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

Color Plate Engraving and Color Printing

We operate the largest establishment east of Chicago and most modern and complete in the country. **Large edition color printing** is now successfully executed at **much reduced prices**, placing high-grade color illustrations within the reach of all. Direct by Mail advertising rendered more efficient by using our service.

Estimates Cheerfully Furnished

ZEESE-WILKINSON COMPANY
424 - 438 West 33rd Street, New York

CATALOGUES

bound in cloth, leather, or paper. Best quality and reasonable prices. Quantityorders solicited.

THOMAS Y. CROWELL CO.
Bookbinding Department
426-428 West Broadway, New York

STRAWS

Would a partial list of concerns which have sent for a copy of "Tapping The Dealer On The Shoulder" induce you to send for a copy? Read what we have to say about direct methods of advertising.

The Live Leather Belt Co.
Paramount Picture Corp.
The Pathe Exchange, Inc.
The World Film Co.
American News Co.
The Odo-Ro-No Co.
W. Duke & Sons
B. F. Goodrich Co.
Mirror Candy Company

THE MOORE PRESS, Inc.
30-38 Ferry Street New York, N. Y.

THE only Printshop in New York City setting high-grade Advertising Composition *exclusively* for New York's leading Advertising Agencies.

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

Booklets & Catalogs

MANY of America's prominent advertisers and advertising agencies like the George Batten Company, J. Walter Thompson Company, Frank Seaman, Inc., Federal Agency and others, requiring high class booklet and catalog work use the

Charles Francis Press
Printers of "Printers' Ink"
30-32 WEST 13th STREET
Tel. 4090 Chelsea NEW YORK

OUR own experience in planning printing of the better sort is at the service of our patrons without expense.

THE KALKHOFF CO.
216 West 18th Street, New York

MANUFACTURERS East of Chicago come to us for their best quality printing.

READ PRINTING COMPANY
HIRAM SHERWOOD, *President*
106 Seventh Ave., New York

Ad Composition

Day and Night Service

In response to the requests of a number of our clients, we have established a night force in our composing room. The same diligent care given to ad typography during the day will prevail at night.

A. COLISH, 106 Seventh Ave. New York City

line; its most important function is to create new distributing outlets. In that connection the company has found it necessary to do some constructive missionary work within its own organization. Systematic supervision of distribution disclosed the fact that all of the company's salesmen did not have a full-fledged viewpoint of the main idea. They had all been trained to sell a general line and the new proposition seemed to thrive best where specialty line selling tactics were used. Some of the men apparently grasped this idea quickly but others found it difficult. For that reason it was found worth while to analyze the point of contact with dealers and build up a selling argument that helps the salesman present the Educator idea as a merchandising proposition.

THE COMPANY'S ARGUMENT TO DEALERS

The facts that are available for use in this respect are indeed impressive when arrayed in line and marshalled effectively before the dealer. The important points may be summarized under three heads. First, Educators are as staple as sugar, always the same last, the same patterns, few and only slight changes in materials. They are really quick assets. They will sell for 100 cents on the dollar at a forced sale. A dealer's percentage of loss from mark-downs and dead-style left-overs will be reduced in proportion to the volume and growth of its business. This is an incentive to push the line as his investment and risk in handling changeable styles grows less as more of his customers are won to the staple line.

Second, the important question of stock investment and stock turn-over. The Rice & Hutchins wholesale houses actually carry a reserve stock for retailers. The dealer is obliged to carry only enough for his immediate needs. It is important in this connection that the manufacturers are in position to make good on this phase of the proposition simply because the line is staple merchandise and that eliminates the stock risk for the producer as well as the retailer. An example of how the turn-over idea works may be seen from the record of orders received from a Chicago department store. This concern placed 30 different orders in one month or an average of more than one for each business day, the aggregate of which amounted to 546 pairs.

Third, the market actually exists, and it is a growing market. Practically every dealer in the country gets calls for Educator shoes and it is pretty safe to make that assertion to any dealer without fear of contradiction.

Not long ago the advertising department wanted to know what factors in the company's promotion work were the most effective in getting distribution. A letter of inquiry was sent to 1,000 customers scattered throughout every State in the country in which dealers were asked to tell why they put in the line, a list of five possible influences being given them to choose from.

These were: national advertising, trade advertising, the catalogue, the salesman and consumer demand. Sixty per cent of the dealers replied that they were influenced to stock Educators by consumer demand. When dealers raise the issue of exclusive sale, they are told that a market already exists which makes it unnecessary for them to introduce the merchandise on their own initiative, but that the dealer who pushes the line aggressively will get satisfactory results, regardless of how many other dealers are handling the line. There are many instances which demonstrate that this theory works out in practice.

Both national and local mediums are used in the consumer campaign, in addition to which retailers are persuaded to conduct considerable local promotion work. The selection of mediums and the copy appeal is designed to create demand for the whole line, but the adult styles are featured more frequently than those for children. The national campaign

GROWTH

Nov.—1914
6,090 lines

Nov.—1915
11,200 lines

Advertisers of distinctive products are realizing that the fastest growing interest among wealthy and discriminating Americans is in art and fine decoration.

Arts & Decoration is the only American magazine which is edited with the purpose of covering this unique field.

Consequently the November issue carries an increase of more than 83% in advertising over the corresponding month last year —proof that its value is appreciated by careful buyers of space.

ARTS & DECORATION

Adam Budge, Inc.

THOS. W. ASHWELL, Publisher

434 Lafayette Street
New York

Albro C. Gaylor
Adv. Mgr.

BUFFALO
450 Rooms 450 Baths

DETROIT
800 Rooms 800 Baths

CLEVELAND
700 Rooms 700 Baths

Quantity—Variety

TELL us what you want, and we'll take care of you.

But you must tell us *in time*, for there are always many people wanting the same thing.

We have the accommodations you want, at the price you want to pay. *We want you to have what you want*, and will see that you do have it if you'll give us enough advance notice.

And we can *unquestionably* give you more for your money, whether you spend $1.50 or $20 a day.

Special care and thought have been given to the designing and furnishing of Hotels Statler lobbies and public rooms, that they may provide a pleasurable comfort not always found in hotels.

You'll always find other advertising men at The Statler.

HOTELS
STATLER

BUFFALO - CLEVELAND - DETROIT

Havelock Ellis

is contributing a series of highly important articles to

PHYSICAL CULTURE

on the subject of Birth Control in its relation to morality and eugenics. In line with its customary policy, PHYSICAL CULTURE has secured the world's foremost authority to discuss this important subject in its columns.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

THE MEDICAL COUNCIL

"Most Widely Circulated Medical Monthly"

IS READ BY

30,000 Busy Physicians

each month—because of the unusual measure of solid practical service they get from it.

This means an interested, loyal following. And a surprisingly great

MEMBER OF B S I X G

Reader Interest and Response

Ask your Agent or write us at
420 Walnut St., Philadelphia

is now practically continuous the year around, and the records show that the results, as indicated by consumer inquiries, average about the same every month in the year.

Trade inquiries are referred to the branch distributing houses and they are required to report results to the Boston headquarters. Consumer inquiries are given careful attention by the advertising and promotion departments. The house records show whether a dealer is available to the consumer that makes the inquiry and also whether the dealer is carrying the style wanted, or suitable styles if no particular one is indicated. If no dealer is available, the company supplies the merchandise direct to the consumer, or if desirable, the inquiry is used as a lever to open a new account.

The promotion department is continually working in a systematic way to fill gaps in distribution and to increase the number of outlets in towns where they are not considered adequate. Consumers' inquiries are often an effective aid in bringing a prospect to the closing point.

A Des Moines, Iowa, dealer recently placed an opening Educator order for $4,500 as the result of an organized effort in which the advertising department, the promotion department, the branch house and the salesman all participated.

The regular newspaper campaign is practically confined to cities in which the distributing houses are located. The schedule is for 26 weeks, divided into a spring and fall drive of 13 weeks each during the most active trade months. Double-column ads of 100 lines are used and the copy is of the same general character as that in the magazines, except that greater emphasis is given to the trade-mark in the display.

Last spring the company conducted a special newspaper campaign in Michigan, Minnesota and Wisconsin, the object being an intensive drive to build up distribution in those States. Papers were used in practically every town of 500 population and over about 800 altogether. At the end

THE sensation of the automobile racing season of 1915 was the overwhelming defeat of the most famous European motors, hitherto undisputed speed kings of the world.

A motor made in Milwaukee by the Wisconsin Motor Mfg. Co. and used by the manufacturers of the sturdy Stutz car, proved itself champion of the world on road and speedway, piling one sweeping victory upon another in the most remarkable racing record ever achieved.

The Wisconsin Motor Mfg. Co. entrusted its advertising to us several years ago because it found in our organization more than mere cleverness in copy writing and a knowledge of advertising media.

We have what is probably the best equipped agency in the country for handling technical accounts. We have with us men who know thoroughly the automobile, motorcycle and motorboat fields, the electrical and mechanical industries, the hardware and sporting goods trades, the farm machinery field.

If your product is one that calls for technical knowledge and familiarity with trade conditions we can give you just the merchandising and advertising service you need.

Klau-Van Pietersom-Dunlap, Inc.
ADVERTISING IN ITS ENTIRETY
MILWAUKEE WISCONSIN

NEW ENGLAND

Six powerful manufacturing states with more than 2500 distinct industries

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

The Best Market For Your Product

Because of its high wage rate.

Because of its concentrated population.

Because of its people's readiness and ability to purchase advertised goods.

Because of the dealers who welcome new products which are to be advertised in the

Home Daily Newspapers

Quick Workers—Rapid Producers—Great Local Stimulants

12 of the Best:

MERIDEN, CT., RECORD
Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H. Union and Leader
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS. Standard and Mercury
Daily Circulation 23,079.
Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE
Daily Circulation 30,000.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000

of three months, the first period of the campaign, the company had increased by 100 per cent the units of distribution that had been secured during the previous 15 years.

A striking demonstration of the power of consumer demand created by the advertising is shown in the sales records of the company's St. Louis distributing house. In the first six months of 1914, when the shoe business took a slump generally throughout the country, this branch of the organization showed a loss in general sales of 19 per cent. In spite of that fact, sales of Educator lines individually in the St. Louis territory showed a gain of 39 per cent and in the city of St. Louis showed an increase of 102 per cent.

FOREIGN BRANCHES SUCCESSFUL

A word about the Rice & Hutchins policy of distribution in foreign fields will be of timely interest to many American concerns that are now studying foreign markets. Regarding this Mr. Rice said:

"For many years we have done a foreign business, either through commission houses, or special salesmen on the ground, or through our own establishments. The latter method seems to be, as it has proved in this country, the most successful of all the methods we have tried. There is hardly a portion of the civilized globe that our shoes do not reach and we have houses—either retail or wholesale—in England, Germany, Denmark, Italy, and within the past twelve months have established a retail and wholesale house in Buenos Aires."

New Louisville Agency

The Curd Publicity Company has been incorporated in Louisville, Ky., with $500 capital stock by John P. Curd, J. P. Curd and A. E. Parsons. A general advertising business will be conducted.

W. J. Mozealous, formerly with the American Art Works of Coshocton, Ohio, has been appointed Detroit representative for *The Gleaner*, the *Wisconsin Motorist* and *The Fordowner*.

Bald Spots

If your sales manager finds he has a bald spot in

PORTLAND
Maine

there is only one excuse, lack of *your* advertising in Portland's great daily, the

EVENING EXPRESS

The city of Portland buys freely of things that are advertised. The jobber and the retailer favor advertised goods.

Note.—The wholesalers of Portland kept tabs on profits of advertised goods and non-advertised goods and found that the profits on advertised goods exceeded the other to such an extent that the profits of the non-advertised goods were not to be considered. See the point?

JULIUS MATHEWS, Representative.

AUSTRALASIA

Thomas C. Lothian Printery, Ltd.

MELBOURNE and SYDNEY

Founded 1888

Cable Address: "Thorough" Melbourne

Publishers' Representatives

Books and Magazines
Pictures Stationery
Printing and Writing Paper

and other allied lines handled by booksellers and stationers

Bankers: The Bank of New South Wales, Melbourne

Head Office: 100 FLINDERS STREET MELBOURNE, VICTORIA

Consider the Deep-Sea Diver

"SOME time ago," wrote a man to us the other day, "you printed a most interesting series of articles on deep-sea diving. Why don't you print more like them?"

(Deep-sea diving was not the industry mentioned, but we know of none which will serve as a more complete disguise.)

We took considerable pleasure in having our Research Department compile a list of recent articles which had bearing by no means remote on this man's particular business. Doubtless he had leaped over the very issue

mentioned without finding his industry in the headlines.

But what he had missed, in addition to a considerable number of facts which he might have found helpful, was this significant truth: That no business has a corner on any particular problem. And, conversely, that every industry's solution of its problems is helpful to every other industry.

Even the deep-sea diver is chiefly concerned with his base of supplies. And, after all, that is just another phase of distribution.

PRINTERS' INK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $60; half page, $30; quarter page, $15; one inch, $4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 11, 1915

The Prudential as a Copy Speculator

We really wonder what would happen if the Prudential Insurance Company should begin to choose its legal counsel according to the method it is now following with respect to its advertising. That method is quite clearly set forth in a statement from Harvey Thomas, the company's supervisor of publications, part of which we printed last week. The complete text of the letter is as follows:

"You ask me," Mr. Thomas writes, "to tell you something of the nature and extent of the advertising campaign that we have in prospect. The only definite information that I can give you at this particular moment is that the Frank Presbrey Agency will place a two-page advertisement for us in the Christmas number of the *Saturday Evening Post,* December 4. There will be no further national advertising by us this year. Twenty-six agents offered us copy in competition with each other during the past summer. The Presbrey Agency offering was most generally liked, although all of the agencies submitted excellent ideas. Those of the Presbrey Agency, however, seemed to hit us sharply between the eyes.

"We are under no contract with this or any other agency, however, and at all times our advertising door is open to every agency willing to agree with us in the view that the Prudential does not care to deal in advertising futures and that what it wants it is first going to see before it purchases."

Now what would the company have to say to the man who suggested that it choose its legal talent for an important case by means of a competition in brief-writing; or that it should select its medical advisers on the same basis?

We rather imagine that if we should apply to the Prudential for insurance, it would examine very closely into our physical condition, and inquire somewhat regarding our habit of life before granting our request. It would hardly accept us as a risk solely on the ground that we dressed in good taste and used grammatical English while we were talking with the agent. The company would very probably—and very properly—inquire concerning other policies of insurance which had been issued to us, it would demand information concerning any instances in which our application had been rejected, and our ability to pay the premiums for the future. In other words, the company would take pains to inform itself in all matters affecting our standing as a desirable risk.

The company would refuse to gamble a single dollar of its surplus on the external appearance of an applicant for a policy, yet it cheerfully "invests" thousands in the mere externals of advertising. When it buys medical and legal service, it expects to get—and does get—careful study and analysis of the proposition from

the inside, not from the outside; yet when it buys advertising it gets only a piece of copy. It is all the more surprising because the company used to be an advertiser—a real advertiser, not a mere copy-speculator. There is a big difference between the two, as the Prudential officials are sure to discover one of these days.

We happen to know that when the late John F. Dryden was president of the Prudential, his famous Rock of Gibraltar campaign was the cause of considerable concern to the officials of a certain other insurance company in the same field as the Prudential, but doing a much larger business. They were concerned because the general public seemed to be getting the idea that the Prudential was the leader in this particular branch of the insurance business. We do not believe these competing officials are doing a whole lot of worrying now that the New Jersey company is following the policy of buying a bit of copy here, a bit of copy there.

And by the way, we have never heard that when Senator Dryden died his successor was chosen on the plan of having 26 estimable gentlemen write letters of application for the job and then selecting the cleverest letter-writer for the position.

Waste of Public Funds for "Advertising"

No less than half a million dollars were spent by the State of New York for advertising its proposed new constitution which was voted upon at the recent election. The net result was the unceremonious tumbling of the constitution into the waste-basket, with the certain prospect of having the work done all over again at some future date. So far as we are able to judge, nobody has derived the slightest benefit from the performance except the newspapers.

Day after day the newspapers of the State carried, in three and four pages of solid five-point type, the text of the proposed constitution, for the "information" of voters. That one man in a thousand made any serious attempt to read it is to be doubted, and it is equally doubtful if he could have understood it anyway. It represented the mere text of a long-winded, dry and tortuous legal document, which needed interpretation before it could become intelligible. As it happened, the State printed the text, while the opposition furnished the vast majority of the interpretation. So in spite of months of careful work on the part of the constitutional convention, and in spite of $500,000 and more spent for advertising space, the voters turned the whole thing down largely because they did not understand it.

Now no advertising man can doubt that if one-quarter of the money which actually was spent for page after page of wasted words, had instead been used to give the public some intelligent interpretation of the new constitution, the result might have been different. The constitution might still have been defeated, but the fight would have been waged in the open day. The voter would have *known* what he was voting against, instead of merely doubting it. The clamor of special interests and the misrepresentations of propagandists could have been silenced with the facts. The opposition would have been compelled to find solid arguments instead of specious fault-finding and special pleading. In a word, a real advertising campaign by the State would have brought about a decision more nearly based upon the merits of the question.

Under the present law it may not be possible for the State authorities to employ a competent advertising agent for the purpose of putting important questions before the public in understandable form. It may be necessary to go through the stale routine of printing ordinances and amendments in full, without so much as a headline to break the monotony. But it ought not to be necessary. If a part of the taxpayers' money is to be spent for advertising, it seems to us that the public is entitled at least to an intelligible line of copy.

Specializing in Line with Demand

Sometimes opportunity lies in thinking up something entirely new, but rather more often it consists in doing an old thing better than anyone else is willing to do it. We were told recently, for example, about a certain little concern which had specialized in a line of work which its big competitors did not want because there was "no money in it," and the little concern is getting rich. It all began some years back, when a small-town printer figured out that there was always a fairly steady demand for return envelopes, and that the man who would manufacture nothing else could get his costs down to a point where he could command a handsome share of the business. Here is the way it worked out, according to one of the large envelope brokers:

"The concern is owned by two brothers," says the broker, "who had worked away for years at their print-shop, all the time dreaming of specializing. Finally they heard of some envelope house that had failed in St. Louis, and the brothers jumped on a train and by borrowing every nickel they could, were able to buy one envelope-making machine from the bankrupt. They took this home and set it up in a barn, and started making cheap manilla return envelopes.

"They kept the machine working night and day—23 hours a day—making only this one kind of envelope. They were able to get the price down below even that of the trust, and slowly added customers. Now they sell practically all of this size return envelopes made—or enough to keep 23 machines busy 23 hours a day making nothing but this one style and shape of envelope. To give you some idea of the business they do, they turn out over 80,000,000 of these envelopes a year for Sears, Roebuck & Company."

There must be plenty of other opportunities like that lying around waiting to be discovered. But it is not solely a question of finding something to specialize in. It is more a question as to whether there is enough demand for a particular product to make specialization worth while—or whether that demand can be created. It is as much—or more—a question of merchandising sense as of manufacturing technique.

Advertising to Promote Good Manners

The United Cigar Stores Company, in a recent issue of its house publication, points out the need for a campaign of education on the "etiquette of smoking," and declares that someday the company may have the courage to start such a campaign. "Smoking gets many a black eye," we read, "because all smokers do not heed the ordinary rules of good manners, or the laws made for fire protection." The idea is that the company may, by the distribution of literature among its customers and the display of signs in its stores, help to counteract such prejudice as exists against the use of the product it sells. "When in doubt," we read, "smoking should be indulged only if one is sure he is not making himself objectionable, or bringing down condemnation on smoking as a habit."

Well, why not? The manufacturers of paint have had more or less success with a movement to induce a greater degree of civic pride in the breasts of householders, and the manufacturers of men's clothing are conducting a "dress up" campaign. Perhaps it is a more difficult task to promote good manners through advertising, than it is to improve appearances with paint and haberdashery through the same persuasive medium. The United speaks of the proposition as though it is a rather remote possibility, but for our part, we should rather like to see it tried.

Whittall Carpets and Colts Firearms Go to O'Keefe

The P. F. O'Keefe Agency, Boston, Mass., will place the advertising for the year 1916 for M. J. Whittall, carpet manufacturer of Worcester, Mass., and the Colts Patent Firearms Manufacturing Company of Hartford, Conn.

IF you conduct your business with salesmen, how often have you wished that all of them were as good as the best one?

When we made the announcement of our Selling Service in a former advertisement of this series, we said: "We have the right men to manage it." Our Sales Manager is

CHARLES H. DUNSTER

leader of a dozen successful campaigns. He has a staff of "best" salesmen — those who have "made good" for him in fullest measure during his twenty years of training men in the field.

If you want to sell more goods on a better basis, ask us to go into detail with you personally about our Selling Service.

W. F. Payson
John Curtiss
John W. Eagleson
Charles H. Dunster
H. McH. Davenport
E. R. Marvin
Charles de Rham, Jr.
Harry M. Graves
Kenneth MacIntyre
C. F. Frothingham, Jr.

ATLAS
ADVERTISING AGENCY
450 Fourth Avenue, New York
Telephone 7206 Madison Square

Florida to Be Advertised Nationally

Representatives of boards of trade of various Florida cities met in Palatka November 3 and put under way plans for advertising Florida on a national scale. Fifty thousand dollars was decided upon as the sum needed to start the campaign and of the $25,000 assigned to commercial organizations $19,000 was pledged by those present. An additional $25,000 will be subscribed by transportation companies, hotels, etc.

It was determined to invest all of the appropriation in newspapers and magazines published outside the State. No salaries or other compensation will be paid any official or committee member.

The advertising will emphasize the attractions and resources of Florida in a general way, so that no community of the State will benefit at the expense of another. About equal attention will be devoted in the advertisements to the recreation advantages of the State, to the appeal of Florida from the homeseeker's standpoint, and to the opportunities which the State offers to investors. Every commercial body contributing more than $250 to the fund will have its name and address included in all the advertisements, and these will extend an invitation to readers to write to any or all of these organizations for further information. The names and addresses of transportation companies which make contributions also will be included.

The Thomas Advertising Service of Jacksonville has been appointed to handle the account.

Silver Cup as Incentive to Club Members

The New Orleans *Item* has presented a silver loving cup to the Ad Club of that city to be awarded to the member performing the most efficient service for the betterment of all advertising during the coming year. Generally speaking, the conditions governing the award will be similar in character to those which determine the award of the PRINTERS' INK cup at the A. A. C. of W. conventions, but the *Item* cup will become the permanent property of the winner.

Industrial Movies a Feature of Club's Meetings

E. H. Philippi, of the Industrial Moving Picture Company, Chicago, has been appointed chairman of a new industrial movies committee of the Advertising Association of Chicago. It will be the aim of this committee to show once a month, or perhaps once every two weeks, motion pictures of educational value in an industrial way that will be of special interest to advertising men.

E. M. Hunt has resigned as advertising manager of the United Profit-Sharing Corporation, New York, and is now with Condé Nast & Co. on *House and Garden*.

New York's Bottled Drinking Water May Be Tested

The following item, which appeared in the New York *Times* last week, is relevant in connection with the article that appeared in the November 4 issue of PRINTERS' INK upon the advertising campaign of the Duplex Filter System, Inc.:

"Dr. Haven Emerson, Health Commissioner, announced yesterday that he had under way plans to control the sale of all waters other than Croton. He also announced a plan for the sanitary distribution of water by water boats to vessels in the harbor.

"The Commissioner says that salesmen for bottled waters have made misleading statements which have given false impressions on the city's water supply. The Commissioner said the city's water was examined daily, and analyzed by the Department of Health. Other waters, the Commissioner said, were not subject to such tests.

"The department will insist that only pure water be sold."

Elected Directors of United Publishers Corporation

M. C. Robbins, manager of the David Williams Company, and T. B. Van Alstyne, manager of the Class Journal Company, have been elected directors of the United Publishers Corporation.

Mr. Robbins was for years Western manager of *Engineering News*, and for the last five years has managed the *Iron Age* properties. Mr. Van Alstyne has been associated with the Class Journal Company in its different automobile publications for many years.

The addition of these two members is a continuation of the policy of the United Publishers Corporation to include in its board the men who are holding the active responsible positions in its different publishing companies.

Detroit Steel Products Changes

A. T. Hugg, advertising manager of the Detroit Steel Products Company, is in charge of a new department devoted to stock window sales, in addition to his duties in the advertising department. George P. Richardson, formerly of the advertising department, has the active management of details of the new department. Guy S. Hamilton has been appointed assistant advertising manager and F. M. Paull will have charge of the company's sales bulletin and will assist in editing the house organ.

The Wrapper Is the Feature of This Campaign

Mamma's Pancake Flour, a prepared package product, manufactured by F. B. Chamberlain Company, St. Louis, is being advertised extensively. The feature of the campaign is the "Sealtite" wrapper which is advertised as "a regular armor of protection that keeps all the goodness in and everything that is undesirable out." It is sold through the grocer at ten cents a package.

REMARKABLE

as it may seem to you, Mr. Reader, it is nevertheless a fact that the

CHRISTIAN HERALD

gained 42,927 lines of advertising for the first eleven months of 1915 over the corresponding period of 1914. A gain of 20.5 per cent.

You will be even more impressed when you realize that all advertising of Smoking Tobacco, Pipes, Cigars, Cigarettes, Alcoholic Liquors, Medical, Real Estate, Speculative financial, etc., is unacceptable. Incidentally, the CHRISTIAN HERALD has no Classified of any kind.

The point is, that although all these classes of advertising, that form so large a proportion of the total agate lines of other publications, are *not* accepted by the CHRISTIAN HERALD, it still ranks among the first half-dozen general periodicals of national distribution in the total volume of advertising carried.

Printers' Ink Figures

	1914	1915	Gain
January	15,456	15,372	—84
February	25,536	26,208	672
March	23,016	28,560	5,544
April	29,468	32,158	2,690
May	17,808	21,840	4,032
June	14,280	23,180	8,900
July	11,004	13,944	2,940
August	11,928	17,199	5,271
September	24,024	25,032	1,008
October	19,566	22,855	3,289
November	17,946	26,611	8,665
Total	210,032	252,959	42,927

The Christian Herald

BIBLE HOUSE NEW YORK

There are no News-stands at Lake Tahoe

The man who selects reading matter wherewith to beguile a few idle hours here takes no chances. He brings with him only a few best favorites; he must travel light and make no mistakes. There are no news-stores just around the corner.

A. S. Boyle, manufacturer of Old English Floor Wax, chose the METROPOLITAN. He writes:

"The Metropolitan is one of the few magazines I brought with me to the wilds of Lake Tahoe."

Yours Sincerely
A S Boyle

Metropolitan

432 Fourth Avenue, New York

J. Mitchel Thorsen, Manager of Advertising

NOVEMBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR NOVEMBER

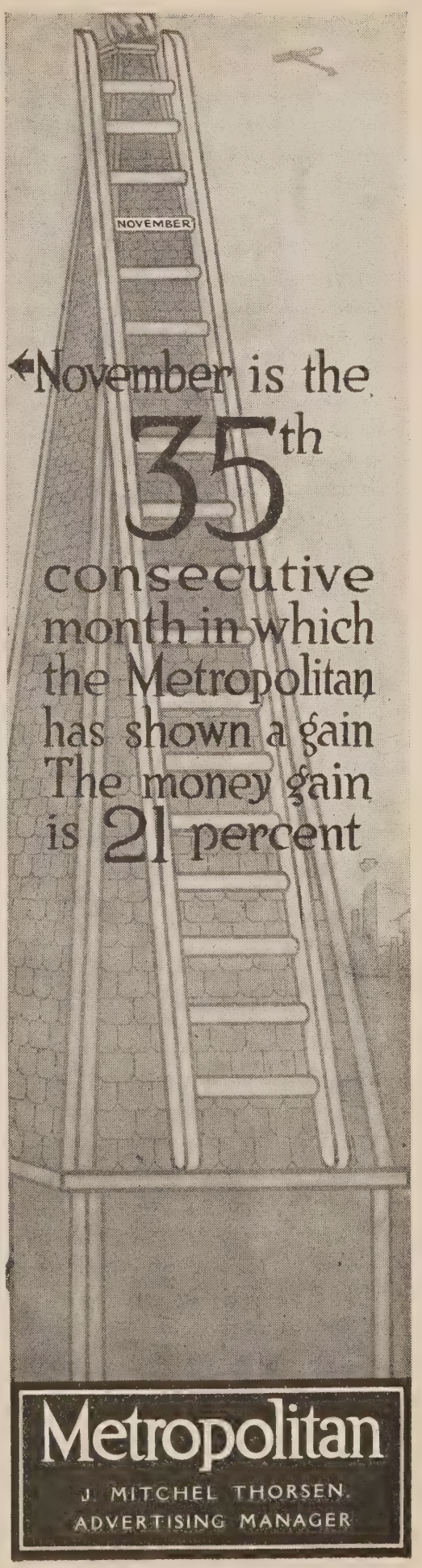
(Exclusive of publisher's own advertising)

	Pages.	Agate Lines.
McClure's (cols.)	171	35,085
World's Work	128	28,672
Review of Reviews	127	28,352
Metropolitan (cols.)	131	22,404
Cosmopolitan	88	19,871
Harper's Monthly	88	19,712
Scribner's	74	16,744
Century	70	15,722
American (cols.)	107	15,355
Hearst's (cols.)	86	14,709
American Boy (cols.)	67	13,590
Atlantic Monthly	60	13,301
Sunset	55	12,446
Everybody's	55	12,423
Current Opinion (cols.)	78	11,008
St. Nicholas	48	10,800
Boy's Magazine	50	8,915
Red Book	39	8,736
Bookman	36	8,204
Popular (2 issues) (Oct.)	33	7,581
Wide World	33	7,532
Boy's Life (cols.)	50	7,132
Munsey's	30	6,990
American Sunday Monthly (cols.)	30	5,345
Ainslee's	19	4,368
Strand	19	4,312
Argosy	17	3,976
Blue Book	16	3,622
Snappy Stories (2 issues)	13	3,192
Overland	13	3,103
Smart Set	10	2,240
Smith's	9	2,198

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publisher's own advertising)

	Columns.	Agate Lines.
Vogue (2 issues)	691	109,476
Harper's Bazar	244	41,134
Ladies' Home Journal	174	34,862
Woman's Home Companion	132	26,544
Good Housekeeping (pages)	104	23,471
Delineator	107	21,428
Pictorial Review	100	20,100
Woman's Magazine	78	15,746
Designer	78	15,702
McCall's	100	13,408
Modern Priscilla	76	12,768
People's Home Journal	62	12,488
Ladies' World	59	11,800



	Columns.	Agate Lines.
Housewife	56	11,244
Woman's World	59	10,269
Mother's Magazine	68	9,192
Holland's Magazine	43	8,185
People's Popular Monthly	43	8,126
Home Life	32	5,600
Needlecraft	18	3,576

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of publisher's own advertising)

	Pages.	Agate Lines.
Vanity Fair (cols.)	93	56,174
System	146	32,743
Popular Mechanics	139	31,332
Country Life in America (cols.)	67	 27,571
†Popular Science Monthly & World's Advance	64	14,378
Theatre (cols.)	67	11,300
Arts & Decoration (cols.)	81	11,200
‡House & Garden (cols.)	69	10,883
Field & Stream	47	10,696
National Sportsman	47	10,584
Physical Culture	46	9,703
Forest & Stream (cols.)	58	8,610
Countryside Mag. (cols.)	49	8,339
House Beautiful (cols.)	57	8,335
*Illustrated World	36	8,211
International Studio	56	7,840
Craftsman	34	7,649
Outing	28	6,289
Travel (cols.)	43	6,023
Recreation (cols.)	42	5,624
Outer's Book	23	5,152
Outdoor Life	28	4,242
Extension Magazine (cols.)	24	3,960
Golf Illustrated (cols.)	26	3,878
Garden Magazine (cols.)	27	3,780

‡ American Homes & Gardens consolidated with House & Garden.

† Formerly World's Advance.

* Formerly Technical World.

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publisher's own advertising)

	Columns.	Agate Lines.
†Canadian Courier	132	24,209
Everywoman's World	87	17,432
MacLean's	110	15,476
Canadian Home Journal	65	13,000
Canadian Magazine	52	11,704

† 5 October issues.

VOLUME OF ADVERTISING IN OCTOBER WEEKLIES

(Exclusive of publisher's own advertising)

October 1-7	Columns.	Agate Lines.
Saturday Evening Post	152	25,604
Town & Country	112	18,695
Collier's	62	11,740
Literary Digest	77	11,371
Scientific American	52	10,481
Leslie's	49	9,904
Life	52	7,370
Christian Herald	42	7,168
Independent	43	6,075
Outlook (pages)	21	4,760
Churchman	20	3,208
Youth's Companion	14	2,816
Judge	18	2,624
All-Story (pages)	9	2,128
Associated Sunday Mags	8	1,552
Harper's Weekly	8	1,412
Illustrated Sunday Mag	6	1,342

October 8-14		
Saturday Evening Post	178	29,912
Literary Digest	91	13,396
Town & Country	77	12,969
Collier's	58	11,079
Christian Herald	42	7,140
Leslie's	35	7,126
Life	38	5,375
Independent	32	4,534
Youth's Companion	19	3,800
National Sunday Mag	20	3,542
Outlook (pages)	15	3,461
Scientific American	13	2,766
Judge	17	2,461
Associated Sunday Mags	11	2,029
All-Story (pages)	8	1,925
Churchman	11	1,883
Illustrated Sunday Mag	7	1,403
Harper's Weekly	7	1,212

October 15-21		
Saturday Evening Post	163	27,400
Town & Country	86	14,500
Literary Digest	95	14,064
Collier's	67	12,775
Life	55	7,783
Christian Herald	33	5,544
Leslie's	22	4,563
Independent	29	4,095
Scientific American	19	3,885
Youth's Companion	18	3,606
Judge	24	3,385
Outlook (pages)	13	2,856
Churchman	16	2,618
Associated Sunday Mags	14	2,536
Illustrated Sunday Mag	13	2,430
All-Story (pages)	9	2,086
Harper's Weekly	7	1,301

—first again!

Vanity Fair leads—carrying more advertising than any other monthly magazine.

Month by month Printers' Ink figures tell the same story—

because

Vanity Fair appeals to people who buy luxuries as well as necessities—and *helps them to buy to the best advantage.*

William H. Osgood.

Advertising Manager.

VANITY FAIR

449 Fourth Avenue
New York

October 22-28	Columns.	Agate Lines.
Saturday Evening Post..	160	27,043
Outlook (pages).....	70	15,778
Collier's	60	11,363
Literary Digest.....	67	9,967
Life	56	7,878
Independent	54	7,609
Leslie's	37	7,593
Scientific American.....	19	3,926
National Sunday Mag...	18	3,199
Christian Herald.....	18	3,101
Churchman	18	2,915
Youth's Companion.....	12	2,573
Judge	18	2,552
Harper's Weekly.....	10	1,777
All-Story (pages).....	7	1,526
Illustrated Sunday Mag..	7	1,426
Associated Sunday Mags.	5	1,038
October 29-31		
Saturday Evening Post..	107	18,102
Collier's	60	11,489
Literary Digest.....	59	8,699
Scientific American.....	22	4,465
Judge	20	2,878
Churchman	17	2,819
Illustrated Sunday Mag.	8	1,589
Associated Sunday Mags .	7	1,396
All-Story (pages).....	5	1,302
Harper's Weekly.....	7	1,298

Totals for October	Agate Lines.
*Saturday Evening Post.....	128,061
*Collier's	58,446
*Literary Digest.....	57,497
‡Town & Country.....	46,164
Leslie's	29,186
Life	28,406
Outlook	26,855
*Scientific American.....	25,523
Christian Herald.....	22,953
Independent	22,313
*Judge	13,900
*Churchman	13,443
Youth's Companion.....	12,795
*All-Story (pages)	8,967
*Associated Sunday Mags.....	8,551
*Illustrated Sunday Magazine	8,190
*Harper's Weekly.....	7,000
†National Sunday Magazine..	6,741

* 5 isues per month.
† 2 issues per month.
‡ 3 issues per month.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publisher's own advertising)

	Columns.	Agate Lines.
1. Vogue (2 issues).....	691	109,476
2. Vanity Fair.....	93	56,174
3. Harper's Bazar.....	244	41,134
4. McClure's	171	35,085
5. Ladies' Home Journal..	174	34,862
6. System (pages).....	146	32,743
7. Popular Mechanics (pages)	139	31,332
8. World's Work (pages).	128	28,672
9. Review of Reviews (pages)	127	28,352
10. Country Life in Amer..	67	27,571
11. Woman's Home Companion	132	26,544
12. Good Housekeeping (pages)	104	23,471
13. Metropolitan	131	22,40[illegible]
14. Delineator	107	21,42[illegible]
15. Pictorial Review.....	100	20,10[illegible]
16. Cosmopolitan (pages)..	88	19,87[illegible]
17. Harper's Monthly (pages)	88	19,71[illegible]
18. Everywoman's World..	87	17,43[illegible]
19. Scribner's (pages).....	74	16,74[illegible]
20. Woman's Magazine....	78	15,74[illegible]
21. Century (pages).....	70	15,72[illegible]
22. Designer	78	15,70[illegible]
23. MacLean's	110	15,47[illegible]
24. American	107	15,35[illegible]
25. Hearst's	86	14,70[illegible]

Every Week 3¢

A Growing Influence on Women as Well as Men—

Sold in Connection with the Associated Sunday Magazine.

1,000,000 National Circulation Guaranteed.

95 Madison Avenue, New York
105 N. Wabash Ave., Chicago

WHY We Are Changing the Shape of Sunset Magazine

During the past several months I have given a great deal of thought and study to the question of the standard shape versus the so-called flat shape magazine.

I have talked with publishers, advertisers and advertising agents and with the general public all over the country, and I have come to the conclusion that the flat shape magazine is the better shape for the advertiser and more popular with the average reader.

I have come to the conclusion that of the magazines that have changed their shape within the last year or two the AMERICAN is the most convenient shape from the standpoint of the reader, and at the same time it affords the advertiser the facilities and advantages of ample display space alongside of reading matter, and which is very important, at a reasonable price.

Therefore, we have decided to change the shape of SUNSET, the Pacific Monthly, to the AMERICAN size, commencing with the January, 1916, issue. The features that have helped make SUNSET the recognized magazine of the country west of the Rockies will be retained, such as its color pictures, which will be enhanced because of the greater opportunity afforded by the larger page; The Pulse of the Pacific, elaborated with a large display of photographs of current events; economic articles setting forth authoritatively, and at the same time entertainingly, the great development facts and significance of the Sunset Country; Interesting Westerners—people chosen at random from all grades of life in all the Western states whose personalities and daily work are of interest and value; richly illustrated articles reflecting the activities of America's "New Rialto," the great moving-picture studios of Southern California, where eighty per cent of the world's films are being produced; special art studies of Pacific Coast beauty spots; regular collections of material interesting to the makers of the home in the West; descriptions of motoring on the rapidly increasing Pacific Coast boulevards and highways; helpful questions and answers in the Sunset Service Bureau; notes on Western development; and odds and ends of Western interest.

New rates are effective with January, 1916, and subsequent issues.

A 10% Reduction Will Be Allowed On Orders Received Before January 1, 1916, Covering Copy of 100 Lines or More Per Issue to be Used During 1916

General Manager

SUNSET MAGAZINE

EASTERN REPRESENTATIVES:

NEW YORK.....WILLIAM A. WILSON, 515 Candler Building
BOSTON.....CHARLES DORR, 6 Beacon Street
CHICAGO.....GRAHAM C. PATTERSON, 338 Marquette Building

Member the Quoin Club and Audit Bureau of Circulations.

PRINTERS' INK'S FOUR-YEAR RECORD OF NOVEMBER ADVERTISING

	1915.	1914.	1913.	1912.	Total.
Cosmopolitan	19,871	24,806	38,304	47,432	130,413
Review of Reviews	28,352	22,416	27,173	32,648	110,589
World's Work	28,672	23,114	23,216	25,424	100,426
McClure's	35,085	19,959	21,696	23,184	99,924
Everybody's	12,423	18,375	23,942	28,065	82,805
Sunset	12,446	15,064	25,872	27,888	81,270
Harper's Monthly	19,712	21,000	19,684	16,648	77,044
Scribner's	16,744	18,333	20,776	18,506	74,359
Hearst's	14,709	14,056	20,496	19,339	68,600
Metropolitan	22,404	20,238	15,947	6,460	65,049
American	15,355	12,673	16,285	18,229	62,542
Century	15,722	13,328	15,932	15,008	59,990
Current Opinion	11,008	9,813	16,493	16,352	53,666
Atlantic Monthly	13,301	9,576	13,839	12,936	49,652
Munsey's	6,990	11,361	12,110	15,652	46,113
American Boy	13,590	12,767	10,375	7,293	44,025
Red Book	8,736	7,280	9,296	9,408	34,720
St. Nicholas	10,800	7,672	6,776	6,160	31,408
Boy's Magazine	8,915	7,041	6,912	5,697	28,565
Argosy	3,976	4,928	8,288	7,619	24,811
Ainslee's	4,368	4,592	6,944	7,368	23,272
	323,179	298,392	360,356	367,316	1,349,243
WOMEN'S MAGAZINES					
Vogue (2 issues)	109,476	90,614	108,666	87,212	395,968
Ladies' Home Journal	34,862	28,597	35,795	38,340	137,594
Woman's Home Companion	26,544	25,013	28,793	29,050	109,400
Good Housekeeping	23,471	23,971	29,120	27,720	104,282
Delineator	21,428	16,619	25,477	25,420	88,944
Harper's Bazar	41,134	30,485	8,484	5,550	85,653
Pictorial Review	20,100	16,456	19,996	22,400	78,952
Designer	15,702	13,856	20,184	22,592	72,334
Woman's Magazine	15,746	13,863	19,972	22,510	72,091
Modern Priscilla	12,768	14,504	16,149	19,102	62,523
McCall's Magazine	13,408	13,274	15,658	16,879	59,219
Ladies' World	11,800	13,600	13,200	18,000	56,600
People's Home Journal	12,488	13,548	13,454	11,600	51,090
Housewife	11,244	13,101	14,000	11,300	49,645
Mother's Magazine	9,192	12,232	13,775	13,635	48,834
Woman's World	10,269	8,400	10,243	9,100	38 012
	389,632	348,133	392,966	380,410	1,511,141
CLASS MAGAZINES					
Vanity Fair	56,174	25,885	36,440	17,902	136,401
System	32,743	28,784	32,130	33,932	127,589
Popular Mechanics	31,332	26,012	29,232	29,234	115,810
Country Life in America	27,571	26,712	26,208	27,285	107,776
Popular Science Monthly and World's Advance	14,378	17,332	16,357	13,944	62,011
Field and Stream	10,696	10,598	9,247	11,662	42,205
House and Garden	10,883	10,403	10,872	10,034	42,195
House Beautiful	8,335	8,302	11,179	13,720	41,536
Theatre	11,300	9,660	8,904	10,860	40,724
Physical Culture	9,703	9,254	9,753	11,424	40,134
Outing	6,289	7,280	11,424	14,112	39,105
Countryside Magazine	8,339	8,500	10,030	10,965	37,834
International Studio	7,840	7,903	10,059	10,920	36,722
Garden	3,780	4,648	6,492	6,230	21,150
Travel	6,023	6,848	8,120	8,370	29,361
	245,386	208,121	236,447	230,594	920,548
WEEKLIES (October)					
Saturday Evening Post	128,061	113,226	110,964	120,765	473,01
Literary Digest	57,497	52,420	52,498	53,527	215,94
Collier's	58,446	46,119	49,522	50,280	204,36
Town and Country	‡46,164	33,466	40,898	49,910	170,43
Outlook	*26,855	*26,523	30,324	36,192	119,89
Life	*28,406	23,996	†28,388	37,400	118,19
Leslie's	*29,186	25,464	†24,151	25,148	103,94
Christian Herald	*22,953	*19,596	†22,224	25,422	90,19
Scientific American	25,523	20,664	15,518	21,515	83,22
	423,091	361,474	374,487	420,159	1,579,21
Grand Total	1,381,288	1,216,120	1,364,256	1,398,479	5,360,14

* 4 issues only. † 5 issues. ‡ 3 issues.

GIFTS

of unusual character chosen for you in

The Best Shops

BY

VOGUE

Vogue has successfully solved the Christmas gift problem—the problem of securing uncommon gifts of exquisite character at reasonable prices. When your friends receive gifts selected by Vogue they receive gifts whose value is enhanced by the fact that they are unusual; gifts which are new in idea, unique in usefulness and entirely unknown to shoppers who have to depend upon local shops for their selection. Vogue throws open to its readers the best in New York and acts as a personal guide in directing the shopper and in the selection of the gifts. This service is rendered through Vogue's two great

Christmas Numbers

CHRISTMAS GIFTS NUMBER

Dated December 1

A sumptuously illustrated handbook of Christmas Gifts specially chosen for you. With this number on your writing desk and Vogue's shopping service at your command your Christmas buying will be an experience of unusual pleasure.

HOLIDAY NUMBER

Dated December 15

All the frivolities and festivities of Christmas, including last-minute gifts and holiday novelties of every kind from the best shops. Sidelights on the metropolitan social, dramatic and musical seasons. A beautiful Christmas magazine.

VOGUE, 443 Fourth Avenue, New York City

Please send me the Christmas Gifts Number, beginning with the December 1st issue, and the Holiday Number, beginning with the December 15th issue, for which I enclose ..... Name ..... Street ..... City ..... State .....

Use *the* Coupon

VOGUE is published twice-a-month and sells for 25c a copy. If you will clip off the coupon at the left and send it with your name and address your subscription will be entered for twelve numbers, beginning with the Christmas Gifts Number, and a bill for $2 will be sent you January 1st. If you enclose cash with order your subscription will be entered for thirteen numbers.

VOGUE, 443 Fourth Avenue, NEW YORK

Condé Nast, Publisher — Edna Woolman Chase, Editor

This is a reproduction of a full page Vogue advertisement running in the December magazines.

Note the appeal to the subscriber—**Buy Vogue and then buy from it.**

It is the **Buying Suggestion** that the *publisher* puts *into* Vogue that is responsible for the phenomenal results that the *advertiser* gets *out* of Vogue.

Vogue's readers are *trained* from the *start* to buy from Vogue. Need I point out further Vogue's value to *you?*

Ralph F. Blanchard

Advertising Manager.

VOGUE

449 Fourth Avenue - - - New York

The Little Schoolmaster's Classroom

SUNDAY School lads of inquiring minds do not constitute the only class of information-seeking persons who can ask knotty questions. Just as the Schoolmaster was humming happily over the fact that the week's crop of questions and problems included nothing that was likely to cause a headache, the following turned up at the very bottom of the letter-box:

"Supposing a product which has never been advertised nationally and on which sales are now $1,000,000 per year; present advertising charges against this product amounting to nearly 6 per cent, due to large number of special books required for dealer work; a national campaign, to be at all adequate, will run this charge up to 12 per cent, which is out of all reason in comparison with the margin of profit. Presuming, however, that the time now seems ripe for some step of this kind and that the advertiser believes that in a certain period (or uncertain, rather) of time such a campaign will increase the sales to a point where this percentage will be within reason. What should be the method of charging off this excess until that time? Should it be charged to advertising and absorbed during the time of expenditure, or charged into some account to be absorbed more gradually?

"I would appreciate your opinion in such a case and also if in your own experiences you have ever encountered this problem, I would appreciate knowing how long a time it was before the sales got to a point where the excess ceased to be a burden."

* * *

The Schoolmaster ventures, in the first place, the opinion that most national advertisers and probably most local advertisers have passed through the period of investing a large percentage for advertising than the price of the products would apparently justify. They may not have wanted to do so, but they had to do it. The truth is that without repeat orders and without additional sales coming as the result of the original purchasers being pleased with the merchandise, showing their purchases and talking about them, the greater number of advertising campaigns would fall flat. Therefore, it is difficult for a manufacturer of an article of general consumption to get started toward successful advertising on an appropriation that can be clearly taken out of the price of the commodity. To advertise properly he is obliged to make an investment, just as he invests a certain amount of money in equipment or in the building up of a sales organization. There may be cases where the investment in advertising is laid out over a number of years and gradually absorbed, but they are rare. It is customary to charge in each year's expenditures the exact amount expended for all forms of advertising during that year and to face bravely the theory that, in addition to actual sales gain that can be traced, there is or should be a large good-will or cumulative value through the dealers acquired and the extra goods distributed.

Nobody can tell the Classroom reader how long it will be before sales increase to such a point that the advertising cost will be reduced to a reasonable percentage on the year's business. That greatly-to-be-desired result might come in a year or it might not come in several years. Six per cent would be high for some lines and low for others. The proper percentage can be determined only after a study of all the conditions. Some products are best promoted by a quick and large campaign, while others require the gradually increased campaign

* * *

Brother Newmyer of the New Orleans *Item* has sent the Schoolmaster a marked copy of his pa-

per for the day following that severe tropical storm they had down there a while ago. By three o'clock in the morning when the storm subsided, it had filled the streets with plate-glass windows, roofs, live-wires, and conglomerated rubbish generally. It didn't look like a favorable layout for much of anything but a clean-up campaign, yet Newmyer had his staff on deck at 5 A. M., writing copy. What is more, they went out and sold it, so that by eleven o'clock when the paper was put to bed there were no less than 34 ads referring directly to the storm.

Taking the Elevator

This is what GOOD HEALTH advertising rates will be doing shortly. I dislike to even think about it but our Managing Director says I must. He tells me we must "get ours" if we have to print, and circulate, such a lot more magazines than our present rate is based on. I think this is the fault of our Circulation Manager. He is after the public all the time, and, as a result, people are sending in subscriptions at a shocking rate. At any rate, it shocks me when I think of the number of stories up the elevator will need to move when we start raising our advertising rates to keep pace with our increasing circulation. I see but one ray of hope. For a slight interval I am permitted to accept orders, *and contracts for one year,* on the basis of the good old little rate card now in effect. If you have a copy, get it out and kiss it. If you find it among the missing, tip me off and I will see that you get another, even if it does cost me a postage stamp. (You see how reckless I am about spending money.) This is the way to address me

J. Dwight Brewer, Advertising Manager, GOOD HEALTH
1811 West Main Street Battle Creek, Mich.

DEVOE FRESCO COLORS
IN UNIFORM SIZE GLASS JARS

Particularly adapted to Poster and Flat Wash Work.
A full line of all kinds of

ARTISTS' MATERIALS

F. W. DEVOE & C. T. RAYNOLDS COMPANY
101 FULTON STREET, NEW YORK

Live Inquiries

can have your undivided attention when we take all the details of placing your *Newspaper Classified ads* off your hands—may we?

Send for Bulletin 134. Contains best lists.

Arkenberg Special Agency, Publishers' Representatives
Newspaper Classified Exclusively, 408 Madison Ave., Toledo, O.

Agencies—If you're not one of the 151 advertising agencies "clearing" newspaper classified thru us send at once for the Bulletin and commission proposition.

"GIBBONS Knows CANADA"

Mfrs. With Small Advertising Allowances

CAN, for $1.65 a day, reach an average of 10,000 people a day, wholesale and export buyers and actual consumers, with our NEW plan.

This is a substantial project—in which over a million dollars is NOW invested—backed by a Syndicate of Successful Bankers and Manufacturers.

Write to-day for full particulars.

References Dun or Bradstreet or your own banker.

Pier Realty & Holding Co.
929 N. Third St., Philadelphia

Address our New York Office
Suite 1001-04—286 Fifth Avenue

There is an opportunity in one of the foremost agencies of New York for a copy writer

who has had a considerable amount of experience, and who is well grounded in copy work. This man must have the ability not only to write well, but to picture his advertisements and literature and to develop attractive layouts. At the present time we are only interested in seeing samples of work that would indicate that the prospect had the above qualifications. "R. L.," Box 355, care of PRINTERS' INK.

Here are a few samples of the copy:

RIGHT ON THE JOB

My big, capable organization is ready to a man to aid in quickly and effectually restoring your electrical service.

Get in touch with us right away—first come, first served—but everybody assured of our utmost endeavor.

S. J. STEWART

GLASS

All sizes. All grades. Right here ready for immediate delivery.

M. AUGUSTIN

Did the Storm Put Your Hat On the Blink?

If it did—or if you hadn't already discarded that old straw—you'd better beat it to Ryan's—YOU MUST HAVE A HAT, YOU KNOW.

RYAN & CO.

Get a Pair of Dry Ones—Likewise a Pair of High Ones

Pay but $2.45 instead of $4, $5, and $6.

B. QUICK
The Shoe Man

And so on. Large spaces were taken by the New Orleans Railway & Light Company, and the Cumberland Telephone & Telegraph Company asking for co-operation in their efforts to restore the service, and several insurance agencies seized the opportunity to advertise tornado insurance. One man advertised his service in repairing roofs, while another offered to clear up wreckage. On the whole it is a rather striking example of how advertising may be made to serve in an emergency.

* * *

Did you ever have anybody tell you that "teaser copy" didn't pull, that it was a perfectly obvious hoax to which nobody paid the least attention? Well, the Schoolmaster has heard such views advanced more than once. But the other day he received a letter from a man—an advertising man at that—enclosing a half-page ad ostensibly signed by J. Rufus Wallingford, which gave a glowing account of the fabulous profits which might be made in a chain of motion-picture theatres, a herring farm, and sundry other imaginary enterprises. The advertising man was somewhat wrought up, and wanted the Schoolmaster to express an opinion as to the

"ethics" of that brand of financial advertising. A couple of days later another letter arrived. "I have discovered," he writes, "that the ad sent you a few days ago was only a 'teaser' for a motion-picture enterprise." Evidently "teaser copy" is not always so obvious—even to advertising men.

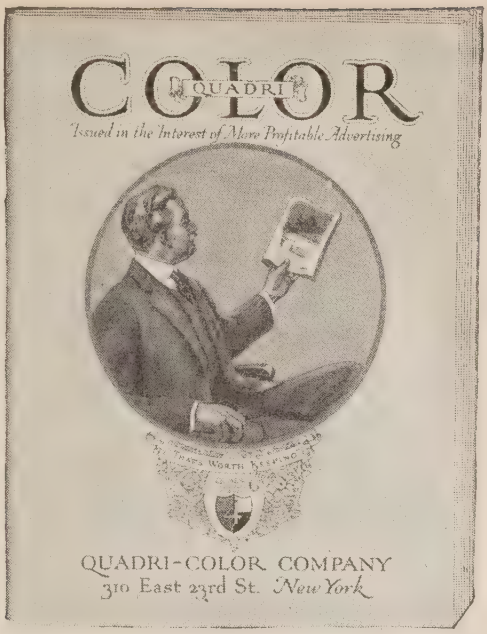
* * *

Now the trouble with "teaser copy," according to the Schoolmaster's experience, lies in the fact that if it fools anybody at all it is likely to fool them too thoroughly. It leads them to expect something really interesting, something unusual, something worth speculating about. But when the mystery is finally solved, and it turns out to be only a can of soup, or a package of crackers, they are likely to come back to earth with a thud. The average individual doesn't like to be exploited, and he is likely to feel that the advertiser sneaked under his guard, took an unfair advantage, and robbed him of the promised sensation in the end.

It is like saying to a child: "Be a good boy to-day, and I'll give you something nice for supper. something awfully nice—the nicest thing you ever ate in your life." All day long Willie has visions of delectation, and he arrives at the supper table with shining eyes. If you can "make good" with a sack of candy or a piece of frosted cake, all is well—but you can't enthuse Willie with a bowl of oatmeal or a saucer of prunes. He will quite properly conclude that he has been swindled.

* * *

Now the grown-up may be more sophisticated, but he doesn't enjoy being swindled any better than Willie does. And by the time you have stimulated his interest and his expectation up to the point where he anticipates some wonderfully sensational announcement, you can't quite satisfy him with a bar of soap or a pair of socks. "Teaser" campaigns are mighty useful so long as they don't promise more than can be performed. It is not so vastly diffi-



This booklet shows why the sales from many a catalogue have been doubled and trebled.

SENT FREE

QUADRI-COLOR CO.

Color Printers and Engravers

306 East 23d Street, New York

WE introduce the public to the best magazines and produce circulation for the leading publishers. Branch offices in the larger cities of the great middle-west.

Established 1900.

Incorporated 1908.

WINSLOW G. SMITH, *President*

Magazine Circulation Co.,

Inc.

327-333 So. Dearborn St.

CHICAGO, ILL.

If You Want to Reach the Motor Car Owner Use the

AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

ADVERTISING ARTIST WANTED

Experienced man in illustrating, one who is good on figures and one who has had advertising agency experience. Send samples, state salary, advise when you can come. Immediate response is solicited. Address

H. H. CLARK

The Advertising Agency of

Woodward & Tiernan Printing Co.

St. Louis, Mo.

There is absolutely NO CLASS of trade or profession, that SOME kind of an ADVERTISING RULER will not REACH and STAY WITH. We make them all--Let us show you.

Write to Dept. 3

JOY FOR PIPE SMOKERS

Eutopia Mixture

SOLD BY MAIL ONLY

You cannot get its equal in richness, flavor, aroma and quality for any price at retail. An aromatic blend of the choicest North Carolina, Virginia, Kentucky, Turkish, Perique, Latakia and Havana tobaccos. Aged—not flavored.

Send for 1 lb. at our risk. Smoke ten pipefuls and if you like it send us the price, $1.50, within ten days — or return at our expense. Unless you send the money with order, please give bank or commercial reference.

Three blends — medium, mild and extra mild. Send 40c for ¼ lb. trial order without pipe; if not satisfactory money will be returned. Order today. Booklet on request.

CAMERON TOBACCO CO.

Semmes and Ninth Sts. Dept. E. Richmond, Va.

French Briar Pipe with first order FREE

cult to evolve one that will "pull," but the danger lies in making it pull too hard.

* * *

"Send us the name of your dealer," runs a heater advertisement. There is too much familiar talk about "your dealer." Unless a man has built a house or two he isn't likely to have a dealer in the heating or plumbing line. Why not invite the reader to send the name of the best heating firm in his community, the plumbing firm he prefers to do business with, and so on.

"Taggart Tags" is the name of a new ten-cent box of crackers being advertised by the Taggart Baking Company, of Indianapolis, Ind.

Some Busy Executive

HERE in New York City can increase his efficiency by unloading his Advertising problems and Printing buying on my shoulders.

I can offer that man or firm flexible mind aggressiveness and proven executive ability. Eleven years as Advertising and Sales Manager. Fully competent to act in similar capacity for you.

"S. W." Box 356, Printers' Ink.

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

PAUL BROWN

COMMERCIAL ARTIST

61 WASHINGTON AVE.,
GARDEN CITY, L.I.

$59,000.00 NEW BUSINESS

in one territory in 22 months is my record as a trade paper advertising salesman. 33 years old, best references. 12 years general advertising experience. Now employed but will consider good territory on live publication or connection with established agency. "Edwards," Box 354, Printers' Ink.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING WRITERS

Your classified ads will pull plenty of profitable inquiries when they are worded just right. Get my prices for preparing your small ads and sales letters. Jed Scarboro, 557a Halsey St., Brooklyn, N. Y.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

A splendid territory is open to an experienced representative to secure advertising for a well known trade paper. Box 730, care Printers' Ink.

What methods and media shall I use to find buyer for $175,000 plant in steel line, adaptable to war orders? Address MANUFACTURER, P. O. Drawer 759, Harrisburg, Pa.

Advertising man with agency experience can form good connection with small New York City "recognized" agency, progressive and established. Address Box 798, care Printers' Ink.

YOUNG MAN OR WOMAN who can sell classified advertising by correspondence. Excellent opportunity for capable worker. Address Box 803, care of Printers' Ink.

WANTED: Drug Advertisement Solicitor for high class alumni journal. Strictly commission basis. A good proposition. A profitable side line. Apply to Dr. Wimmer, 115 W. 68th St., N. Y.

Large Manufacturing Concern located in the Upper Michigan Peninsula require young man having had excellent experience in detail of advertising agency work, and in addition, considerable ability as Sales Correspondent and detail man in Manufacturers' Advertising Department. Give full details, experience, age, minimum starting salary expected, etc., in first letter. Box 813, c/o P. I.

Wanted—

A man who can write about machinery

There is a position open in the Service Department of a large technical paper publisher. A man is wanted who can write some real advertisements of machinery—preferably a man with actual machine shop experience. If you want this position, give your experience in full, also salary desired. Address Box 815, care Printers' Ink.

POSITIONS WANTED

Young agency man, 8 years' training from ground up, will represent good publication. Western territory. Single, good habits. Ohio, Box 801, care Printers' Ink.

This aggressive, brainy, clean-cut young American seeks a connection with a progressive, growing concern in N. Y. City in an advertising and sales capacity. He can get results. Can you use him? Box 804, care Printers' Ink.

Advertising man seeks position where an analytical mind and the ability to plan and write appealing copy can be capitalized. Engineering graduate with three years experience in advertising and trade paper editing. Salary, $35 per week. Address Box 811, care Printers' Ink.

An advertising writer—a developer of stagnant advertising accounts—is open for connection with Southern daily. Three years' experience. Specialist in department and men's store copy. Adequate references. Box 814, c/o P. I.

Advertising manager with fourteen years experience, who can apply advertising and sales methods to your business that increased former employer's sales over 1000% in seven years, is open for position. "Producer," Box 812, care Printers' Ink.

Ideas! Original Ideas! Am 24; single. Last position in Argentine Republic as Adv. Mgr. with $45 weekly. Spanish and German perfectly, fair English. Will start here at bottom with all general work at $17. Address Box 806, care of Printers' Ink.

Wanted—Position adv. mgr. Merchant 6 years, where I made record. Bank ref. there. Now adv. mgr. for national advertiser, a half million dollar firm. Also agency, newspaper, salesman experience. Best ref. all along line. Understand all angles, sales promotion, buying, selling, contests to spur salesmen, house organ, copy, printing, art work, space. Want interview with big manufacturer who wants successful merchant to plan from soup to nuts. Box 809, c/o Printers' Ink.

ADVERTISING MANAGER—Man 35, with ten years' experience planning, writing and selling advertising seeks a larger opportunity. Work has been connected with industrial and power plant equipment, mechanical specialties and technical apparatus and includes trade paper, circular and catalog, form letter and personal solicitation. Am now employed at a salary of $3,000. Box 797, care Printers' Ink.

ADVERTISING MANAGERSHIP

Or opportunity to develop such a position. By college-trained, married man of thirty-one with eight years' successful sales and advertising experience. Competent to prepare trade and general ads, sales letters, dealer helps, house organs and other printed matter; to purchase art work, engraving and printing; to conduct your trade and consumer investigations; to direct all your advertising activities. Box 799, c/o P. I.

ADVERTISING-SALES BUILDER

15 years planning selling campaigns and writing strong sales copy. Booklets, Circulars, Folders Broadsides, House Organs, Ads. for big concerns in Machinery, Metal Working, Mechanical Fields. Has sound business judgment, analytical mind, notable sales promotion record. Strong on marshalling facts as logical arguments into forceful, convincing presentation. Seasoned merchandizer. Mature in years but young in spirit, ambitious, aggressive. Now copy man with advertising agency. Desires return to manufacturing connection. Address Box 810, care Printers' Ink.

General office man of initiative and executive ability, age 32. Estimating, printing and engraving; supervise checking and auditing departments; thoroughly familiar with every detail of an advertising agency and newspaper office. 13 years' experience. Small salary until I prove my worth. Box 807, c/o P. I.

Valuable Addition To Agency With Hardware or Technical Accounts.

Writer was three years chief copy and plan man on industrial and hardware papers. Sound analyst with faculty for grasping and whole-heartedly executing ideas regardless of own opinions. Vigorous, interesting style marshals facts from buyers' view-point with stimulus of convincing argument and conscious authority. Accustomed to fast action, rapid production, hard work. Clean record. Age 27, perfect health, wholesome personality, engineering education, six years' experience as investigator, reporter, salesman, copywriter. Box 805, care Printers' Ink.

ADV. M-A-N NOT A BEGINNER

or a theorist—but seasoned veteran in preparation of PRODUCTIVE adv.—34 years of age. My knowledge of adv. requirements and possibilities is as broad as the continent. I know how to appeal to dealers, because I've BEEN a dealer—how to rouse salesmen, because I've BEEN a salesman—how to "convert" city and country buyers, because I've lived in BOTH city and country. I write selling "language" ALL understand—and all warm up to—red-blooded copy that grips the reader by the hand, looks him square in the eye and says things in a mean-every-word-of-it style that convinces and gets the cash. Extensive experience on leading national accounts. Thorough understanding of marketing through dealers salesmen and direct by mail.

NOT DOWN AND OUT

but looking for bigger opportunity than present work affords—as adv. mgr. with mfgr. or reputable mail order firm, or as plan and copy man with agency. $4,000 at start. Samples and references evidence of sobriety, loyalty, integrity and exceptional ability. Address Box 800, care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

I wish to devote more of my time to my outside interests and would welcome an associate in my profitable weekly trade paper. An advertising man who is a good mixer and has some money can make a good connection and eventually own the control. Box 734, care P. I.

One of our clients is overworked. He has other business interests besides his weekly trade journal which require his personal attention. He would therefore sell an interest in his publication to an experienced man who could relieve him of the major portion of the work. The property is valued at Fifty Thousand Dollars. Unusual opening for a hustler who commands some capital. Harris-Dibble Company, 171 Madison Av., N. Y.

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Oct., 1915, 74,377 daily; 64,464 Sunday. The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,055 gross. 75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 123,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Liecty. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Oct., 1915, 134,978 daily; Sun., 166,411.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 28,125 av., Oct. '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (⊙⊙) Sun., 33,018. (⊙⊙) The Evening Bulletin, 48,772 ave. net paid for '14.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (⊙⊙) **Chicago.** Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (⊙⊙) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (⊙⊙) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (⊙⊙) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (⊙⊙) has the largest cir. of any tech. paper in the world.

THE PITTSBURG
(⊙⊙) DISPATCH (⊙⊙)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (⊙⊙) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (⊙⊙) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Ev'ng Wisconsin (⊙⊙) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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Spending Thousands to Make Sales for *You*

The thousands of dollars which The Chicago Tribune spends every year in other daily newspapers to increase its circulation, to get new readers, all mean *new customers for you Tribune advertisers.*

The thousands of dollars which The Chicago Tribune spends in sales promotion work among the jobbers and retail dealers in this territory all mean *new customers and increased profits for you.*

The fortune which The Chicago Tribune spends in sending special War Correspondents, photographers and moving-picture operators to every important section of the War Zones of Europe also means *new readers for the Tribune and new customers for you.*

Week by week The Tribune's circulation grows, week by week The Tribune's *service* both to its readers and to its advertisers grows more efficient, week by week the power of The Tribune to *make sales, and STILL MORE SALES, for you, gets added impetus.*

The Chicago Tribune

The World's Greatest Newspaper
(Trade-mark Registered)

Circulation Over { **500,000 Sunday**
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIII — NEW YORK, NOVEMBER 18, 1915 — No. 7

Sweetest Music to the Kaiser's Ears

A State of Expectancy

Back in 1900 a chronicler of Mississippi wrote: "When the Isthmian Canal shall have been constructed, the ports on the Gulf will be nearer the Orient than the ports on the Atlantic, and unusual impulse will be given to manufactures and agriculture."

Well, Miss Mississippi, the Canal is in operation—are you making good the prophecy of your chronicler?

You should; the opportunity is all yours; you have every basis for commercial growth.

You have as good people as populate the earth anywhere; people who have proved their energy and courage in the stress and strain of war; people who in peace have all those qualities which make for enterprise in business; people of breeding and capability to cultivate the good feeling which goes so far toward making customers.

Agriculturally, you have no other State to envy. Your farmer, who loses himself amid his cotton stalks—horse-high and boll-laden—who watches his corn, oats, wheat, rice, sugar cane and alfalfa spring magically from his fertile soil, has every facility for natural production.

The importance of your cotton crop can be partially realized when it is known that you have collected as much as $90,000,000 in a single year for the lint and seed.

Cotton is King, but Queen Corn is developing into a husky contestant for the throne held so long by the hoary-headed monarch. This year you will harvest over 70,000,000 bushels of corn and pocket about $50,000,000 for

(*The Ayer & Son advertisement is continued on page 97*)

New York Subway and Elevated advertising has been the starting point in the development of many concerns—some of which are now among the leading advertisers of America.

Give us an opportunity to tell you specifically what we have done for moderate appropriations in this richest of markets —Greater New York.

Our experience with this one medium extends over thirty years—and some of our clients have been with us for that entire period.

We have exclusive control of the Card and Poster Space on the Subway and Elevated Lines of New York and are Sole Agents for the N. Y. & Queens Co. Ry.

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square : : : : : : : : : New York

PRINTERS' INK
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.
VOL. XCIII NEW YORK, NOVEMBER 18, 1915 No. 7

Advertising a Raw Material without Mention of Brand Names

Authorized Interview by Charles W. Hurd with
H. G. Clopper
General Sales Manager of The New Jersey Zinc Company, New York

NOBODY, we are told, ever makes an absolutely perfect job of a thing, and probably some of those behind the scenes in The New Jersey Zinc Company's offices in Wall Street could point out shortcomings in its advertising campaign of the past two years, but from the front of the house, it has been an unusually interesting performance, and there is no denying that it has, to close the theatrical figure, "gone big."

In the first place, the vital matter of getting into the advertising field at all fairly entitles the company to a high efficiency rating, because there are hundreds of other manufacturers in a situation not essentially different from that the Zinc company once was who, nevertheless, cannot, or will not, see the economy of advertising or be persuaded to test it.

There were a host of perfectly good reasons (as reasons go with non-advertisers) for the company to stay out, if it had wished to do so. It did not have to advertise to get business, because, as the largest producer of zinc in the country and world, it was already selling its total production. It did not have to go outside its office for business; most of its business was done on long contract. It had nothing to sell the ultimate consumer. And the only one of its several products in which the ultimate consumer could possibly have a direct interest, namely, zinc oxide for painting purposes, already enjoyed a considerable and growing market, although the smallest of all the industrial demands on the company. Add to all these pleaders for a pseudo-conservatism the fact that the company had, for a period of 16 years before this, carried on an advertising campaign, which, though accompanied by a large increase of business, was not entirely satisfactory.

ADVERTISING FUNDAMENTAL PRODUCT

It might, from all these considerations, have taken the position that the attempt to advertise a basic material was proof of the impossibility of doing so in a thoroughly practical way. The advertising was, unless we mistake, a precedent in this regard. Lumber had not yet been advertised. And, lumber excepted, there is scarcely any other fundamental product that is being advertised to-day on any scale primarily as a material and not as a brand.

Apparently, the only way to account for the company's wishing to advertise is on the ground that it considered it a sensible and efficient thing to do. However satisfactory the market, it nevertheless could be very much broadened. However small a part zinc paint might play in the total zinc business, there was no reason why it should not be exploited to the limit of its possibilities.

The beginning of the new advertising campaign has been highly satisfactory. The company has obtained results in two years it did

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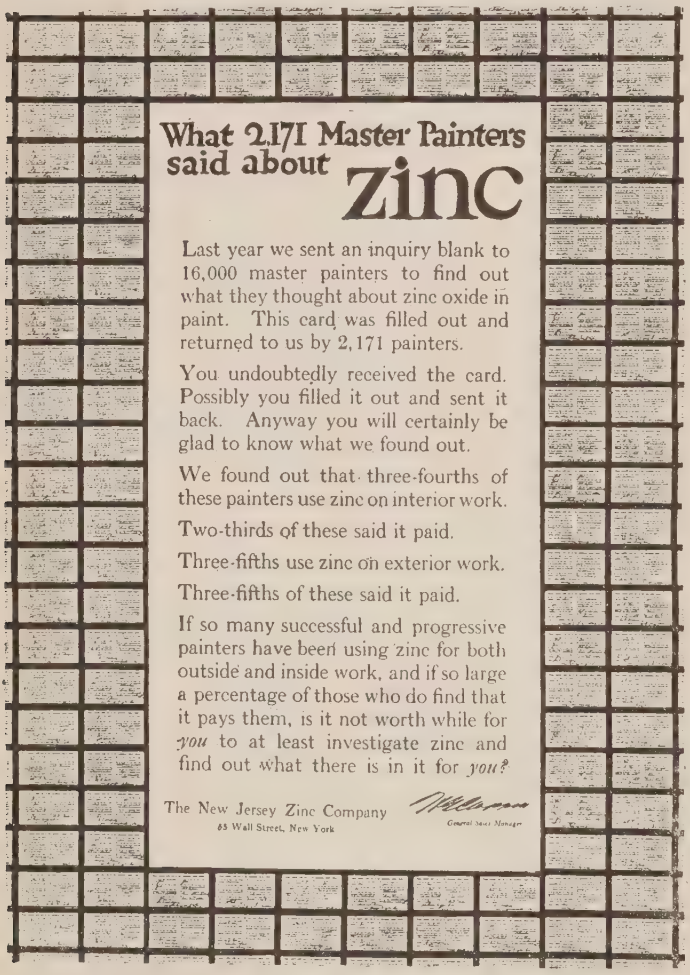
not expect to reach in five or six. In consequence, the advertising appropriation, which was nearly doubled last year, has this year doubled again. It is now a very considerable appropriation.

The company's business with the paint manufacturers is, as said, the smallest of its activities. It would be, even if it controlled the total zinc-paint business. That gives an indication of the extent of the other business. Besides the oxide of zinc, which goes partly into paint, but chiefly into the rubber industry, where it is used for automobile tires, water-bags and almost every other kind of rubber product, the company makes spelter, just now being largely used by cartridge manufacturers; lithopone, a dry white paint; sulphuric acid, and spiegeleisen, a form of pig-iron containing manganese and used in the manufacture of steel by the Bessemer process. The company has mines in New Jersey and the West, and plants in several States.



What 2,171 Master Painters said about zinc

Last year we sent an inquiry blank to 16,000 master painters to find out what they thought about zinc oxide in paint. This card was filled out and returned to us by 2,171 painters.

You undoubtedly received the card. Possibly you filled it out and sent it back. Anyway you will certainly be glad to know what we found out.

We found out that three-fourths of these painters use zinc on interior work.

Two-thirds of these said it paid.

Three-fifths use zinc on exterior work.

Three-fifths of these said it paid.

If so many successful and progressive painters have been using zinc for both outside and inside work, and if so large a percentage of those who do find that it pays them, is it not worth while for *you* to at least investigate zinc and find out what there is in it for *you?*

The New Jersey Zinc Company
55 Wall Street, New York

General Sales Manager

MORE INTERESTING THAN IT LOOKS, THIS FOLDER IS BORDERED WITH SOME OF SIGNED INQUIRY BLANKS REFERRED TO IN IT

THE MARKET FOR ZINC

For market, there are some 200 paint manufacturers, or grinders, as they are commonly known. These sell to dealers, who in turn sell the painters and householders. The zinc oxide is supplied to the grinders in the shape of a brilliant white powder, fine as flour. It is sold by them in two shapes. One is ready-mixed, ready-to-use paint. The other is paint for shop-mixing.

The paint business is unevenly divided. The modern machine-made, ready-mixed paint, though it is gaining on the shop preparation, is still probably not more than a fifth or a quarter of the whole business. All the rest of the paint used in the country is being mixed by the painters themselves.

Practically all of the grinders make use of zinc oxide in a part of their paint. According to the claims of the Zinc company in its advertising, zinc adds to the life and appearance of the painted building and its interior. A number of outdoor tests by paint manufacturers and painters working in conjunction with various technical bodies are cited in substantiation of their claim.

ZINC AND WHITE LEAD

It happens, however, that the place claimed for zinc in the composition of paint has been occupied in part for a much longer time by white lead. Lead and zinc are now recognized, at least by the zinc interests and the technical

authorities they quote, as complementary and not mutually exclusive ingredients of paint. Zinc is admittedly indispensable in high-grade interior paints and enamels. The Zinc company urges its use in all grades of outdoor paint as well.

Of the painters who mix their own paint, the majority do not as yet employ zinc oxide in exterior paint. They have been brought up on white lead alone and they are naturally under the influence of the very effective advertising of the lead interests. This advertising is not, however, hostile to the zinc companies. Lead, also, is given a place in the Zinc company's advertised formulas.

The Zinc company has advertised continuously for 18 years with the exception of a single year, 1909, when a combination of circumstances suggested a temporary discontinuance. On account of conditions in the industry during the past year, due to a sudden demand in the domestic market in excess of the immediately available supply, the same course of temporary discontinuance was under consideration, but it was finally decided that, as the advertising campaign has a purpose and value reaching beyond the present, and is, in fact, an important factor in promoting a future good will for the product, the advertising would continue on the same effective lines as for the past year or two.

This new type of campaign was laid out and carried out by George B. Heckel, advertising manager, with the help of Calkins & Holden, the advertising agents.

"There were four factors in the field," said Mr. Clopper, the general sales manager, in outlining the campaign to PRINTERS' INK, "the 200 paint grinders, the painters, the architects and the house-owners or ultimate consumers. We sell the grinders only. They are governed almost entirely by the demand of the painters, expressed through the dealers, and the painters, in the absence of any control by house-owners or architects, use their own judgment. The dealer is not so important a factor as the others in influencing the character of the demand. He supplies what the painter wants. So long as the house-owner and architect assert no preference, the painter's judgment is paramount.

"The campaign we laid out last year was aimed at all four factors. To reach the consumer public we planned a six-months' campaign of pages, from April to September, in a small list of general mediums

The greatest improvement in paint-making in the last hundred years can be expressed in one word. That one word is

Zinc

A word to the wise—house owner or painter—is sufficient.

We have three books discussing Zinc from the three viewpoints of the parties most concerned.

For House Owner: "*Your Move*"
For Architects: "*One of Your Problems*"
For Painters: "*Zinc That Made a Painter Rich*"

Ask for yours. Sent free.

The New Jersey Zinc Company
Room—55 Wall Street, New York

For big contract jobs consult our Research Bureau

CHARACTERISTIC MAGAZINE PAGE AD IS AIMED AT THREE CLASSES

which had a total circulation of 4,500,000 a month. The campaign was afterwards extended three months on account of the encouraging response from the field.

"The copy, educational in nature, aimed to drive home the idea that zinc paint is the best paint. It has the typographical appearance that is now well known—the word 'zinc' in very large type and a few lines of informative statement in smaller though readable type, and the whole cut off at the top and bottom by large double rules.

"You will notice from our ads that we are not advertising a brand. We have several brands and I will come to them later, but I will give you first the reason for advertising 'zinc' alone, although it enables all other zinc producers also to profit by our advertising.

"Our reason for doing this was that our whole problem at first was to get into the consumer's mind the single idea that he must have zinc in his paint to assure a durable, beautiful job. We did not want to confuse him with any talk about brands. We wanted him to get that one clear impression—zinc. We have a few competitors in the zinc-producing field, but we felt that we were bound to get our share, anyway, of any new business created. There was much more to gain from keeping the issue clear than there was to lose by not naming the brand.

"Our advertisements show that we went about it in a very simple, direct way. We confined ourselves to a few plain and plausible statements a day. We tried to open up afresh the subject of paint. Most people had assumed that paint is paint. Painters knew there are grades in pigments, but still even to them paint meant chiefly lead and oil. We wanted to show that that was wrong, that paint was lead and oil *and* zinc, and a good part of it zinc.

"But first we had to show that there was such a thing as a paint problem and that it was important. Most people regard paint as chiefly intended to beautify a building. They forget the protection it affords. In one of our advertisements, we say:

ONE OF A STRIKING SERIES OF MAILING PIECES FOR ARCHITECTS THAT HAS BEEN WIDELY NOTICED

To one good maker of CLOTHES for MEN—

WE want just one men's-clothing account—a good one—and we are prepared to render a service that's exceptional.

We believe that despite the amount of good men's-clothing advertising done right now—the big individual Copy success in this line is yet to be made.

We believe that there is an unusual Merchandising opportunity still open to a clothing manufacturer which will differentiate his entire proposition—give it tremendous impetus.

Let us help you to discover and develop these better ways to greater profit. We are merchandisers first. We have a record of national successes in retail selling that stands for itself. In our organization are men who have been identified with conspiciously successful clothing campaigns.

We do not handle conflicting accounts. The clothing manufacturer who enlists our co-operation will have exclusively, practical Merchandising Help of a decidedly *different* nature—virile Copy and Art Service—which we honestly believe to be unequaled in America today.

These rather positive statements have the *facts* to back them up. May we present them? Please address

NICHOLS-FINN
ADVERTISING COMPANY
222 SOUTH STATE ST., CHICAGO
200 FIFTH AVENUE, NEW YORK

MERCHANDISING NICHOLS FINN ADVERTISING

"Intelligent, Sustained Effort Insures Success"

"Paint is as important as fire insurance. A building may never burn, but unless constantly protected by paint, it will surely decay.'

"Zinc in the paint hardens the finish so that dust and dirt will not cling to the surface and darken and stain it.

"These two arguments are the chief weapons in our arsenal. Most of the other statements are variations of them.

"The primary object of the advertising was to get the house-owner to absorb the two or three elementary facts about zinc paint and then send for a booklet which would tell him more. The booklet is called 'Your Move,' because the subject is introduced by an illustration from the game of chess. There is a picture of a chess-man on the cover—a knight with the familiar horse's head. Our best known brand of zinc is 'Horse Head.'

"You see, we are not featuring a brand, but neither are we neglecting it. Some day we may wish to make a more direct connection between the picture and the name.

"The booklet, which is of 24 pages with cover, has two chess layouts at either end by way of decoration, but is not otherwise illustrated. The text is divided up into ten short chapters, telling the paint story and directing the house-owner to the Research Bureau if he wishes further information, particularly of a technical character.

LETTER WENT WITH BOOKLETS

"These booklets went out to inquirers with a letter and another booklet giving the name of the paint manufacturers who make zinc paint. The inquirer was urged to take the list to his paint store and get the paint of any one of the manufacturers that the store carried, or if none was carried, to write to the nearest manufacturer. If his painter preferred to mix his own paint, the inquirer was urged to talk the matter over with him.

"Three months afterwards we wrote the inquirer, asking if he had had any painting done; if he had used zinc paint; what brand and what quantity. An illustrated folder was enclosed, giving the results of an experiment conducted by the American Society for Testing Materials, showing the value of zinc in paint.

"A similar course was followed

(*Continued on page 96*)

LITERATURE FOR MASTER PAINTERS HAS A BROAD HUMOR

Every one of the seven men at the head of the CHELTENHAM *Advertising Agency is a man you would be glad to have help you in your advertising. For every one of them has become successful through ability—experience and hard work.*

INGALLS KIMBALL

President

11 EAST 36TH STREET

NEW YORK

Competitive Plans Unsound Basis of Selecting Advertising Agents

"The Advertiser Gets the Minimum of the Agent's Wisdom" in This Way

By A. W. Erickson

I AM glad PRINTERS' INK published the editorial, "The Prudential as a Copy Speculator," for it aims to hit a too frequent error on the part of some advertisers and a too frequent compliance on the part of some agencies.

As to the idea of selecting an agency through a competition of submitted plans, I say freely that it is absurd.

For an advertiser to require it is short-sighted as to his own interests. For an agent to comply with it is belittling as to his own function.

Competitive plans can't go very deep into the advertiser's problems. They do not rest on thorough investigation. A worthwhile investigation of the advertiser's conditions would take too much of the advertiser's own time to be given simultaneously to several investigating agencies.

So all the advertiser can do is to describe to the several competitors his conditions in the most general and, therefore, in a very superficial way.

Consequently all that the competing agencies can do is to use their own general knowledge, make a hasty survey in the lines of least resistance, and then to trust to their intuition for their conclusions.

The advertiser accordingly gets the minimum of the agent's wisdom in the competitive plan. The agent knows that if he gets the account he may have to modify or even reverse his whole plan. But he naturally puts forward the most striking stunts he is master of. Sometimes these stunts are like a vaudeville performance. But because they are bright and snappy in their newness the advertiser is unduly impressed by their appearance. The "clothes," as PRINTERS' INK says in its editorial, get away with him. He fancies this brilliant originator of striking stunts is the great business engineer he has been waiting for.

But a rude awakening usually follows. The superficially constructed plan sags like all other plans which don't rest on the deepest strata of facts. The advertiser doesn't get as much for his money as he hoped. He turns to another agency, perhaps fires his advertising manager, perhaps cuts down his advertising to the bare poles.

If, in selecting his advertising agent, he had applied the same common sense he uses when he hires a legal firm for a big suit, he wouldn't have adopted such a short-sighted policy in advertising.

The justification of the advertising agency is its expertness in business building. If expertness doesn't go deep enough to get to the bottom it isn't expertness.

The copy which is presented to the public is only one element, and far from being the full measure of the agency's building service.

THE AGENT'S DILEMMA

In a "competitive test" it isn't possible for the agent to make the kind of investigation which entitles his judgment to be regarded. It cannot be substantial. The agency that sells itself on that scale isn't really sold.

On the other hand, if the agent in a "competitive test" really does make a worth-while investigation (without charge) which may require weeks or months, he is taking time which belongs to his clients.

Every good agency has to arrange its own overhead according to its income from its clients. With enlargement of clientage come corresponding enlargements of staff. But the maximum work

The Periodical Press

Incorporated

Telephone:
Franklin
4240

All departments now at our new location

76-88 Lafayette St.
New York

The largest plant in the East for the complete manufacture of high grade catalogues.

Prompt deliveries.

If your next work is planned so as to gain all the benefit of our equipment, we believe a substantial saving can be made. May we talk the matter over with you?

Illustrated Catalogue and Magazine Printing

LET US FIGURE ON YOUR NEXT LARGE EDITION.

of the present staff belongs to the present clients. Consequently any substantial course of investigation requires an extra expert effort, and that must be paid for by the new advertiser either as a special service fee or from the volume of the new business.

To refer to your analogy of the lawyers, no legal firm can afford to make its investigation and draw up its settled plans on the gamble of a competition. Its own steady overhead prohibits it.

These considerations indicate why most advertising agencies never consent to enter a competition for a new account on the basis of comparative plans.

This isn't to say, of course, that any agency can afford to refuse to compete. But it is to say that the competition should have a basis which is fair to the advertiser and fair to the agent.

What that fair basis should be may be suggested by the method invariably employed by a business man in selecting his lawyer, or his architect, or the head of any important department in his business.

What he requires in such cases in order to make an intelligent decision is knowledge of the man's general character and reputation as well as information regarding his past performances. If this is favorable and his interviews indicate that the man has a sympathetic comprehension of the problems involved, and a broad grasp of the general situation, then he is favorably considered.

With the advertising agent one should go a little further, namely, examine the record of the agency's achievements for its clients, and how it has developed them from perhaps small beginnings. Inquire particularly from these clients themselves what they have to say of the manner in which the agency has developed their business.

If advertisers generally selected their advertising agent by this method there would be fewer advertising tombstones in the commercial graveyard.

Cone, Lorenzen & Woodman have been appointed to represent the Fort Worth, Texas, *Record* in the foreign advertising field.

Manufacturers Join in Sampling Philadelphia

Twenty manufacturers are distributing samples of their products through 400 "Druco" drugstores in Philadelphia, which are a combination of members of the Philadelphia Wholesale Drug Company. Newspaper advertisements, in page size, contained the names of the products and the drugstores where the samples may be secured. These samples will be put up in bags, each containing one each of the various items distributed.

Death of Frederick W. Dodge

Frederick W. Dodge, founder of the F. W. Dodge Company, New York, publisher in the architectural and building trade fields, died November 10, aged 51 years.

In 1892 he went in partnership with Clinton W. Sweet in the publication of the *Architectural Record, Record and Guide* and other trade publications. In 1912 he bought Mr. Sweet's interest in the business, prior to which time the main office of the company had been in Boston.

"Inland Storekeeper" Appoints Representatives

William M. Klein and R. M. Graham have been appointed Eastern advertising manager and Western advertising manager, respectively, of the *Inland Storekeeper,* New York.

Mr. Klein has for four years been manager of the Ingraham Advertising Company, New York, and Mr. Graham has been advertising manager of *The Road-Maker,* of Moline, Ill.

Burleigh Withers Joins Chicago Mail-order Company

Burleigh Withers, until recently vice-president of the Charles Daniel Frey Company, Chicago, has been appointed advertising manager of the Chicago Mail Order Company (ready-to-wear clothes). Before going to the Frey company he was with Marshall Field & Company.

Sternberg & Imray Form Partnership

H. H. Imray, for six years with N. W. Ayer & Son, Philadelphia, has formed a partnership with H. Sumner Sternberg, New York. The name of the Sternberg advertising agency will be changed to Sternberg-Imray, Inc.

S. R. McKelvie a Candidate for Governor of Nebraska

S. R. McKelvie, publisher of the Nebraska *Farmer*, Lincoln, has announced his candidacy for governor of Nebraska, subject to nomination in the Republican primaries to be held in April, 1916.

The Philadelphia Bulletin Continues to Break All Records

The net paid daily average circulation of THE BULLETIN for the month of October, 1915, was

371,924 Copies a Day

The Chief Statistician of the City of Philadelphia reports that in Philadelphia there are

358,129 Homes

"Nearly everybody in and around Philadelphia reads The Bulletin."

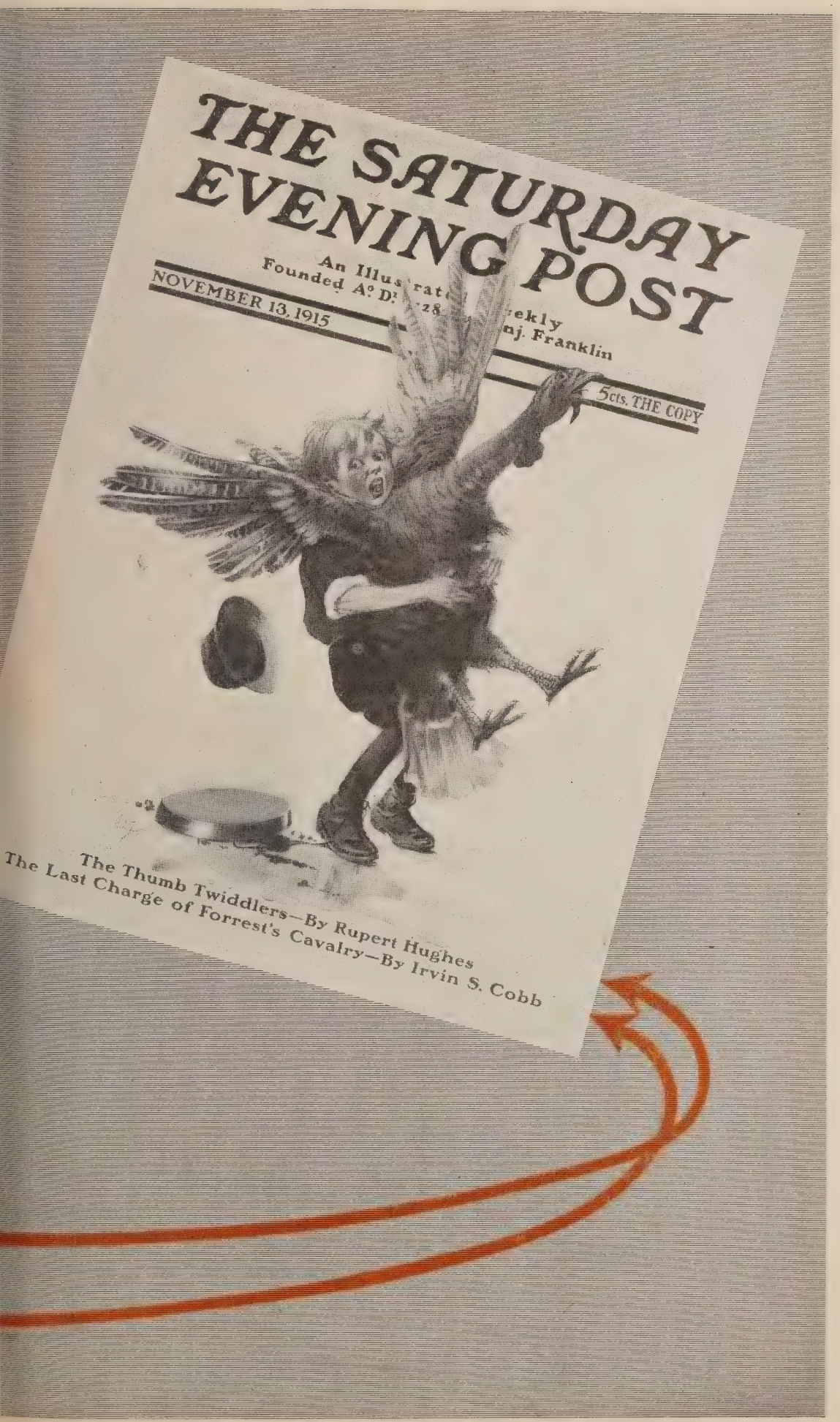
1915	
January	340,519
February	346,008
March	353,855
April	356,814
May	357,689
June	354,059
July	347,442
August	351,252
September	357,584
October	371,924

THE BULLETIN circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher

The Work of the Greatest American Fiction Writers Appears Regularly in THE RED BOOK MAGAZI

"The Monthly Publication that is Setting the Pace."


THE SATURDAY EVENING POST
An Illus rat ekly
Founded A° D 28 nj. Franklin
NOVEMBER 13, 1915
5cts. THE COPY
The Thumb Twiddlers—By Rupert Hughes
The Last Charge of Forrest's Cavalry—By Irvin S. Cobb

OUR PRIVATE BOX

GUARANTEE TO SUBSCRIBERS

Realizing that persons unacquainted with THE FARM JOURNAL may hesitate to subscribe and pay for five or ten years in advance, we guarantee:

(1) That within three months after paying for THE FARM JOURNAL any subscriber may notify us to stop the paper, and the full amount paid for the subscription will be refunded.

(2) That after three months any subscriber may order the paper discontinued, for any reason, or for NO reason, and the unused proportion of the amount paid for the subscription will be refunded.

This is it—the guarantee that makes sure Our Folks are always quality folks and stay so. In this, as with the "Fair Play" idea, The Farm Journal is "unlike any other paper."

John E. Powers on "Wanamaker Style"

A One-time Famous Writer of Advertisements Gives to PRINTERS' INK Reminiscences of the Formative Days of a Great Advertiser

[EDITORIAL NOTE: For the benefit of the younger generation of advertising men, it may be well to state that J. E. Powers was perhaps the first person employed to do advertising and nothing else; he certainly was the first person employed exclusively as a writer of advertisements. And, when discharged the second time by Mr. Wanamaker, he turned to day's work, because no one concern would take his whole time. That began his life-work. He invented this business; had to. Among the advertisers whom he helped to "make" were John Wanamaker—the "J W" of the following article—Macbeth (lamp chimneys), Vacuum Oil Company, and many others. He once printed: "My Macbeth is known as far as Shakespeare's."

His copy was stamped with a curious individuality of style and a uniqueness of display, which today would be called no display at all.

Imagine the incisiveness and the personal quality of the following article transferred to "copy" and our readers will understand the figure he must have cut in the business of a generation ago.]

Editor of PRINTERS' INK:

I have seen two leaves of PRINTERS' INK, no date, containing official statement from headquarters that J W is himself and always has been the genius of his own advertising"—to quote your headlines.

I began there April 1880. Up to that time, he had written most of his advertising. His usual *Public Ledger* copy then began

JOHN WANAMAKER
repeat 20 times

GRAND DEPOT
repeat 20 times

THIRTEENTH ST
repeat 10 times

HAMBURGH EMBROIDERIES
lovely and cheap.
&c &c to half a column.

I remember his saying: "If I could have the good will and use of the *Ledger* alone, or the good will and use of all the other papers together, without the *Ledger,* I'd choose the *Ledger.* He paid it $20,000 a year at 30c line; the rate being 20c, 30c display.

I did nothing but write; but I didn't know how. I had been at Lord & Taylor's 9 months as advertiser. Their trade at Grand street had shrunk $150,000 in my last six months, and had not grown at Broadway; but J W thought he saw signs of capacity in my work there. He didn't; there were none. The business was *in articulo mortis;* [Hatch saved it.] I was glad to get away; besides, J W paid more, would have paid double, if I had had the pluck to take it. I knew I didn't know how.

THE STORE'S NAME CHANGED

First day, after trying to write, I said: "I want you to change the name of this store, Grand Depot."

"What! what's your reason?"

"It'll cost more money to get the people in with that name, than it will with a proper name."

"What is a proper name?"

"Wanamaker's. That's what they call it now, except your employees and their friends. Grand Depot is mispronounced French. Nice people don't like it."

"I've spent thousands of dollars to fasten that name on it."

"You've lost that money; better not lose any more."

"I'll consider it; you needn't use the name."

"Thank you." I hated to begin by finding fault; but I was dumb; I couldn't write a word for that name.

He went to Europe in 5 weeks, leaving me to "use your judgment" for the three stores: the general store and two clothing-stores. "Consult nobody; there's nobody to consult." He had made a baby of me the first 3 weeks; I didn't see him the last 2 weeks before his departure.

I continued to not know how for 9 months, though I studied the problem hard all the time. I considered my work wage and advtg. expense (for the general store) all wasted that 9 months. I did one good thing: stopped display, used solid 12-pt old-style Franklin, which was worthy of better matter; but he was content.

All at once, I hit it. The daily news of the store, as if written by an unconcerned outsider; no sign of eager to sell; no greed; of course, no lying, except that of ignorance. Liked to tell the off side of any particular goods I mentioned. Plainly sought the public's advantage against us. It was their store. I managed my part to make them welcome to its best service; real service; the profit on goods was our fee for doing our best for them.

He had been smart enough to bet on me those 9 barren months; he was smart enough now to indulge me in a new sort of play altogether. How was it going to turn-out? Less than half the department-heads believed in it or in me; but J W seemed content, and I got-on.

The store had been full of big signs of all colors imaginable; I got 'em out very slowly; it got to looking quite decent in time.

WHAT POWERS THINKS OF A STORE "SALE"

We never had such a thing as a "sale," but we *sold*. A sale is a fraud, we all know. It would be very bad management, to let odds-and-ends and bad buys accumulate so as to furnish supplies for a "sale"; it is vastly worse to buy "sale" "goods" and sell them as good. There's no difficulty in getting the "goods," if one lacks conscience or business sense. There's no difficulty, in selling for half, what has to be sold for half or worse—it is worse to keep stock encumbered with off stuff. It's no hardship to sell at a loss; it pays; and it pays to be decent about it.

Why do the English so look-down on trade? Because trade is so generally contemptible; they don't know that it isn't always so. There's just as good business in London or Glasgow as there is here in New York; but the old stigma sticks. There isn't another Commandment, the breaking of which is so stinking-mean as the business of doing as one wouldn't be done by—in small figures—no matter on how grand a scale.

And it's stupid. We were slowly building a great and good business at Wanamaker's 30 to 35 years ago. But I used to wonder whether a nation-wide trade could actually get drawn to that white-shutter and marble-step city, by a name Pennsylvania Dutch. But we got Philadelphia tight enough. On the whole, we didn't hurt our competitors, though they didn't like the medicine.

I was not there '83-'84; we didn't always agree. We had a big Christmas trade '85; our best day, the book department's sales were $10,000. In January, '84, in my absence, there had been a great "sale." J W was carried away with it, I knew what was coming; and, Christmas Eve, I said to him: "Now, if you please, I'll take eleven days' vacation. I want to do something that'll take eleven days; can't do it in ten."

"I don't know how to let you go. Last year we had an enormous success in January; I want to beat it this year."

"The people are tired out; so are we. Let's give 'em a rest, and take it ourselves."

"But I want to sell the goods."

"Would you rather begin January with a hurrah and peter-out, or begin small and end big?"

"I'd rather end big."

"Very well, I'll be here the fifth of January, and we'll let 'em take their own gait. We'll end well-enough."

"I'll give you till the 20th of

January; then, when you have failed, I'll do it myself."

"Agreed."

About 15 January, he sent for me. "How are you feeling about the business now?"

"Looks fair."

"We're $50,000 behind last year."

"A week ago, we were $75,000 behind; next week, we shall be $25,000 behind; after that, ahead; and we haven't done anything to disgrace ourselves, or to hurt future business."

He looked at his figures a minute and said: "You're right; I ll never bother you with a sale again."

I meant to say something about the advertising. It was nothing but picking-out such news of the store and stocks as would be most interesting to people outside every day, and telling it modestly, decently, mixing a little humor in now and then; no two days alike; but always alike as to those particular weaknesses of store-keepers that get them contempt and distrust—distrust is weak; I won't stop for a better word now.

An incident tells who managed the advertising. One day, to punish me for something, he ordered me not to print without showing him proof. "Very well," I replied, "the advertising won't be good-for-anything so long as you see proof." In ten days, he said: "You're right; the advertising isn't good; you needn't show me proof any more."

I almost invented "money back if you want it" in 1865 in life insurance. I told my company: "If you'll deal with your people as savings-banks deal with theirs, they'll insure their lives almost as they go into savings-banks." But I couldn't carry it.

I did invent it on the Atlantic in 1867. I had the best sewing-machine in the world, but it was in contempt; what was worse, it was of a class that was in contempt. I was going to London for it. I said "Use it a month. Then you'll know all about it. Pay for it then or return it; I'll take all risk and pay all expense." I won.

When I saw Wanamaker first time, he took out of his pocket one of my advertisements, cut out of an Edinburgh paper. That's where he got money back; he was the first to do it in this country; about 1871.

I was with J W 5½ years. Sales grew from about four to about eight millions. But that was the least of our gain. At the end, we had quite a little good will. We had only Bethany in the beginning—mighty poor asset. In my year of absence, somebody got-off this in the advertising:

"It is hard to single-out gems from a constellation, covering nine acres of floor space."

Somebody said: "Powers could never have done in any other city what he did in Philadelphia; for he'd never have found the papers so dull; they had to read him; there wasn't anybody-else to read." They did read; his worst enemies read and cussed him. Not mine, J W's. Merchants of other cities, to some extent, took Philadelphia papers, and read the advtg. Some made scrap-books of it. I remember seeing one in Rochester.

JOHN E. POWERS.

Donald Frothingham Heads Trade Information Bureau

The American Express Company has appointed Donald Frothingham manager of the newly organized foreign-trade information bureau. He was for several years connected with the advertising department of *Everybody's Magazine*, and later special correspondent abroad for the Chicago *Tribune*. For several months past he has been investigating foreign trade service work for the American Express Company.

Detroit Electro Foundries Combine

The Gagnier Stereotype Foundry of Detroit has purchased the Western Electrotype Company, and assumed immediate control. The business is to continue under its former name under the direction of C. B. Williams as sales and business manager.

Cole Motor Car Account to Dunlap-Ward

The Dunlap-Ward Advertising Company, Chicago, has secured the account of the Cole Motor Car Company, Indianapolis.

The Retailer's Store Window as an Effective Advertising Medium for the Manufacturer

Written in Collaboration by the Advertising and Display Managers of One of New York's Leading Retail Stores

THE manufacturer who reads what follows must be prepared to mentally digest some startling facts. If he is wise he will apply some of them as soon as possible to his own business.

The windows of a well-located retail store have always been regarded as a valuable advertising medium. To-day they are more highly regarded than ever before. In the past ten or fifteen years a wonderfully clever group of men have developed in the cities, calling themselves display men; their old name was "window dressers." They are well entitled to all the credit a more dignified name implies.

Merchants occupying old buildings have been spending large sums in improving their windows; enlarging them; fitting them with effective lighting apparatus; building special backgrounds and providing apparatus and fixtures specially built for the display of certain lines of merchandise.

The windows of the newer stores are given very special consideration when architects' plans are under consideration. Lord & Taylor's new New York store has windows which let down into the basement for trimming and are hoisted by machinery when trimmed. At night and on holidays they fit special "windows" across their entrances. They frequently change their windows during the day, in full view of the public, the record time for lowering one window and raising another in its place being 30 seconds!

Who that has ever seen them will forget the splendid pictures presented by the artistic effects produced in the windows of the Marshall Field store in Chicago; the Wanamaker stores in Philadelphia and New York; or those of the Jordan-Marsh store in Boston. even though facing, as the latter do, a very narrow sidewalk on which the pedestrian is terribly crowded?

Who will not say that the window decorators for Gorham, Sloane, Saks or Lord & Taylor, in New York, for instance, do not vie with the artists of brush and chisel, whose work, by the way, they often bring to their aid in creating "atmosphere" for their windows?

MACY'S ELABORATE DISPLAY

A couple of years ago the Macy store, in New York, imported from the greatest maker of wax figures in Paris a number of superb figures of men, women and children in wax, representing different ages, proportions and complexions. Even different racial or national characteristics were represented in the various faces. From feet and hands to hair they were anatomically correct and artistically perfect. The cost was several thousand dollars.

The chief artist in the atelier of the producer came from Paris, and supervised the placing of the first window display in which these figures were used.

The crowds during the first and second weeks were tremendous. The broad sidewalk was jammed with humanity almost all day long, every day for a week. The store's porters and detectives were busy keeping clear the entrances to the store. The city sent more than a dozen of plain-clothes men to mingle with the crowd. A half dozen uniformed police were thought necessary.

The various scenes, as deftly worked out as any stage setting or magazine or book illustration, represented Monte Carlo, and various other resorts. There was

(*Continued on page 25*)

An Introduction In Portuguese—

Duncan Hood, the special representative of Engineering News in South America, reports a large amount of construction work at present in Brazil, and a larger amount proposed. He says that Brazilian Contractors and Engineers are seeking American markets for the machinery and equipment to carry on the work.

Introducing its advertisers to this big field, at an opportune time, is the purpose of the translation of the Buyers' Cyclopedia of Engineering News into the Portuguese language, in the December 9th issue.

A special circulation of the paper will cover Brazil from one end to the other, reaching a selected list of the biggest engineers and contractors and construction companies in that country.

Every month, in the second issue, the Buyers Cyclopedia (which, as you know, has replaced the old Advertisers "Classified Index") appears in a foreign language, in addition to English, and a special circulation does the rest.

We offer *you* the maximum in circulation, the maximum in service.

Engineering News

One of the five Hill Engineering Weeklies published at Tenth Ave. and 36th St., New York City. The others are *The Engineering & Mining Journal, American Machinist, Power* and *Coal Age.*

All members of the A. B. C.

Talking about a newspaper ADVERTISING ITS ADVERTISING, let us tell you what is being done by the NEW YORK AMERICAN!

Once in a while the average newspaper prints something that advertisers might construe as being helpful to their interest, but it is only ONCE in a while.

In the case of the NEW YORK AMERICAN it is a daily program, consistently carried out. Its purpose is to acquaint the readers of the paper with the advantages of patronizing advertisers.

EVERY MONDAY THERE IS A TALK ON FINANCIAL ADVERTISEMENTS

Readers are told of the character of the announcements of the financial houses. The policy of the paper in printing only such financial advertisements as are able to stand up under the severe test applied to them—a real investigation—is explained to the readers, who have learned to have absolute confidence in all of the financial advertisements printed.

Result: A greater volume of business to the advertisers—a greater volume of advertising to the paper—advertisers pleased with the co-operation given them—readers pleased with the attention they receive—everybody happy over their mutual betterment.

EVERY TUESDAY THERE IS A GENERAL TALK ON ADVERTISING

The increased interest of the public in advertising is shown. The manner in which advertisements are written is explained. The very general integrity of the advertisers is dwelt upon—also their real desire to sell good merchandise at fair prices, to establish confidence and to render a real service to the people.

The intention is to make the reader appreciate the helpfulness of advertising, why it can be believed, and what a great factor it is in correctly informing everybody about the things they have to buy.

EVERY WEDNESDAY THERE IS A TALK ON MUSIC

The growing influence of Music in this country is talked about —the great interest all classes of people take in it—why Music, in some form, should be in every home. It tells of the various musical instruments and their uses—explains the advantages of teaching children to play and to sing. It tells of the mechanical instruments—the player pianos, the talking machines and their records, and their wonderful educational value.

It has come to pass that thousands upon thousands of people now look upon Wednesday as Music Day and they give their thoughts to their music needs, with the result that the music houses advertising in the American (practically all of the Music Houses in New York do advertise in the paper) report greater interest in their advertisements and greater cash returns.

EVERY THURSDAY THERE IS A TALK ON FURNITURE AND HOUSE FURNISHINGS

This is a subject of vital interest to every home. The sentiment around home life is dwelt upon in such a way as to interest readers in improving their home environment—keeping their belongings in good condition and adding new articles as they can afford them.

Dealers say that this weekly talk keeps readers keyed up as to the necessity of bettering their homes—that people visit their stores oftener and ask for suggestions as to what they should buy—and that business is better in consequence. Almost all of them are regular advertisers in the American and express satisfaction with the co-operation the paper is giving them.

EVERY FRIDAY THERE IS A TALK ON WEARING APPAREL

The American has revived the custom of buying wearing apparel at the week-end—Friday and Saturday. It is really astonishing the great interest readers take in the advertisements of the Apparel Shops as the result of the paper's efforts to show them the need of reading the advertisements in order to keep posted as to styles and prices—and why it is safer to buy clothing from advertisers who will advise customers correctly and will sell them reliable goods at fixed prices.

The result is a better business for the advertisers and confidence in their advertisements.

EVERY SATURDAY THERE IS A MISCELLANEOUS TALK

This talk dwells on the responsiveness of the readers to advertisements printed in the daily and Sunday American. Very frequently this talk is reproduced in the Sunday American. The strength of the paper as an advertising medium is pointed out to the readers and they are repeatedly complimented and thanked for the great volume of trade which they give to advertisers.

There is never any let-up by THE NEW YORK AMERICAN in ADVERTISING ITS ADVERTISING.

The management is deeply interested in making it very profitable for advertisers to advertise in the paper, daily and Sunday, and it is equally interested in having its readers reap the reward, which is always theirs when they buy from advertisers—a reward which consists of getting reliable merchandise, splendid service, and prices which are alike to all of them.

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Members Audit Bureau of Circulations

Buyers Read— and Readers Buy

¶ Did you know that The Sperry Magazine is emphatically a "Class" publication, reaching 500,000 Women each month who buy *everything salable* for the Homes of America?

SCRIBNER'S MAGAZINE
FIFTH AVENUE AT 48TH STREET
NEW YORK

November Eleven
Nineteen Fifteen

Dear Mr. Bullock:-Referring to our twenty-one line advertisement which appeared in the October, 1915, issue of The Sperry Magazine, I take pleasure in saying that we received a larger number of replies from this, than from the same advertisement placed in any other magazine.

Sincerely yours,

F. S. Sitworth

FLT-VEK Circulation Manager.

Mr. William Starr Bullock, Business Manager
The Sperry Magazine, 2 W. 45th Street, New York

¶ Do you realize that Millions of Women and Thousands of Merchants are friends of the publishers of The Sperry Magazine—because of service rendered?

¶ Many Dealer-and-Consumer-members of the great "Sperry Family" are your customers also. More of them should be.

¶ The "Tie-up" of The Sperry Magazine is direct, forceful and result-bringing.

Ask us "How"—on a postal

THE SPERRY MAGAZINE

Two West Forty-Fifth Street - New York
WILLIAM STARR BULLOCK, *Business Manager*

a superb wedding scene, and there were home, street and business scenes.

The figures were clothed in the garments Macy's had for sale. Their own rugs and furniture, dress accessories, jewelry, trunks, bags, etc., were used.

Located on a corner which is daily passed by more people than nearly any other in the United States, Macy's windows always have a very large "circulation." On this occasion the circulation was tremendous.

People whose business or pleasure brought them past the windows stopped, looked and were fascinated. They told their friends and families. The whole thing was helped along by a few brief announcements, covering the creator of the figures and the scenes, in Macy's regular advertising.

The foregoing is an exceptional incident. The steady value of the Macy windows, however, is great. It has been estimated at $100,000 a year, or about one-fifth as much as the estimated expenditure for newspaper advertising. This estimate will not be varied much if made by a dozen men capable of judging.

As a matter of fact a store window with actual merchandise in it has tremendous "publicity" value. As a direct influence to immediate sales it has scarcely an equal.

Macy's is only an example of conditions elsewhere in New York, as well as in other cities. Their windows are probably worth more than those of any other store in America, but the *principle* applies anywhere.

WORTH OF WINDOW "CIRCULATION"

A Fifth Avenue specialty shop between 34th and 42nd Streets, values its six windows at $40,000. It is doubtful if the superb windows of the Wanamaker new building, in New York, with such small "circulation" made up largely of persons already in the neighborhood because they are going to Wanamaker's to make some specific purchase, are worth in *indirect results* as much as it costs to maintain them. The Wanamaker Philadelphia store might justly value its windows at not less than $75,000 a year.

Here are some actual facts concerning the selling power of windows. A store in the Herald Square section, New York, has repeatedly sold from 15 to 35 women's dresses and suits ranging in price from $15 to $50 in one day from a window display, by actual test.

Another New York store has sold 22 men's sport coats in a day, 345 men's straw hats in a day, six hundred dollars' worth of women's handbags in a day from three windows.

In an August furniture sale a Philadelphia store was not long ago forced to remove from the window a dining-room suite which was sold out in two days' time.

In York, Pa., a retailer increased his trade for a certain package of confectionery selling at 60c from about $15 a week to over $100 a week by placing a display in his window each Saturday for a year.

The Riker-Hegeman and Liggett drug stores, and the United Cigar Stores Company change their windows very frequently and report that they regard them as *very valuable.* In their principal New York store, located at 34th Street and Broadway, Liggett's use demonstrators in their windows with great success.

One Western store that had never sold many of a certain high-grade patented trunk, built up a fine trade *solely* by window displays.

A costly refrigerator became a good seller in a Washington store that gave it frequent and seasonable window display.

COST OF WINDOW DISPLAY

William Filene's Sons Company, of Boston, regards its windows as worth $100,000 a year. The management makes a definite charge against its publicity department for the use of them. It regards the windows as the most valuable publicity medium the store has.

Lord & Taylor, of New York, in their superb Fifth Avenue location, value their windows at $150,000 a year. They have a record of

53 complete changes of windows in one week. They are averaging 2,500 changes a year.

Marshall Field & Company, of Chicago, have never placed an exact money value on the windows, but it must be very large. They use their windows almost solely for educational purposes, except for about six weeks or two months in the year. During the bulk of the year they exploit coming styles and demonstrate possibilities with material at hand and for sale.

One of the leading Pittsburgh stores reports that their windows are considered easily worth $35,000 to $40,000 a year. They use them as mirrors to reflect the *type* of merchandise for sale, and to promote *direct* sales.

The Hudson Company, of Detroit, considers its windows worth an average of about $10 a day each, or $3,000 a year.

Sibley, Lindsay & Curr, of Rochester, charge their departments definitely for windows on the same basis as counter space. They are careful not to allow any department to monopolize the best windows. The J. T. Lewis and Sons Dry Goods Company, of Denver, values its windows at $50,000 a year.

These are sufficient to indicate the trend of window valuations for display purposes and direct selling.

COST OF WINDOW DISPLAY

Now to give an idea of the cost of window decoration, and the plan of organization of the window decorating department of the average department or specialty store, and following, suggestions to the manufacturer as to how he may best secure the co-operation of the merchant in granting window displays of his product.

The chief decorator of the average department store is a rare combination of advertiser, merchandise man and artist. His pay ranges from $2,000 a year in the smaller stores and smaller cities to $10,000 in the larger stores of the great cities.

When the work is of sufficient volume and complexity to require it, the chief has an assistant whose duties are to carry out the detail of the chief's plans, and often to work at night, the chief's time being required in the daytime for consultation with buyers, advertising manager, general manager, supply people, etc.

This assistant is sometimes a man, sometimes a woman, and receives from $1,000 to $4,000 a year. Some chief decorators and some stores prefer a woman assistant, particularly if there is much display of women's apparel and accessories.

The men who actually "put in" the windows receive from $10 a week to as high as $50 a week, the latter being real artists in their line, and in addition, particularly adept in such feats as draping ten-dollar-a-yard fabrics and twenty-four-dollar-a-yard laces over a dummy to simulate a dress without injuring either fabric or lace.

One of the best department store decorating departments in the country employs a water-color artist who makes a "scenario" of every important window before it "goes in." He makes his color scheme and composition under the direction of the chief, and makes the entire layout as to color and composition for big events, such as openings and annual sales, covering both windows and inside-the-store decorations. In small stores the chief does this himself, or omits it altogether.

Fixtures are costly, but generally last quite a long time. Backgrounds and cases are often quite costly, the former requiring frequent changes to avoid monotony and to harmonize with color schemes and the nature of merchandise displayed.

Goods are sometimes faded or otherwise injured by being on display, and the amount of damage is, of course, chargeable to the window display account.

Every store, naturally, keeps a separate account of its window display cost. In a large store, employing quite a corps of decorators and doing very fine work, the total may reach some $31,000 a year. This would be divided sub-

stantially as follows: Chief, $5,000; assistant chief, $2,500; artist, $1,800; ten decorators, $13,000; rental of space, used by the department for fixtures, office, etc., $3,500; new fixtures and repairs, $5,000; damage and breakage, $1,000. These figures will cover most of the inside-the-store decorations; in fact, all but some very special event or some very costly improvement, addition of fixtures or renovation of windows or lighting system or costly mechanical or moving effect.

Supposing that the store has 15 windows, the cost of maintenance is therefore about $2,000 per window per year.

In most stores some windows are worth more than others. Also some window decorations cost more than others to put in and to maintain.

If $2,000 a year is the average cost per window it is safe to say that some windows cost only $1,000 a year, or $20 a week, and others may cost $60 a week. This, bear in mind, is only the *cost of maintenance.*

Every display-man knows that some of his windows always "pull" better than others. He also knows that some windows "pull" best with certain lines of goods. It is his duty to know which lines of goods "pull" best on which days of the week, and in what seasons.

Let us suppose that a store considers its windows worth $50,000 a year from the advertising and trade-making standpoint. Obviously a window which costs the store $2,000 a year to maintain is considered *worth* about $3,500 a year. It costs from $20 to $60 a week to maintain, but is considered worth from $35 to $100 a week.

HOW THE MANUFACTURER GETS A DISPLAY

Now we come to the manufacturer's approach to the store on the subject of the display of his goods.

Just as a store advertises mer-

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

chandise daily in the newspapers at its own expense it gives window displays to merchandise at its own expense.

In some stores window-display costs are charged to general advertising or "overhead." In others a proportion is charged to "overhead" and the balance to the departments whose goods are displayed. In still others, the entire cost is charged at a rate per window per day to the departments for which they are used.

There are arguments for and against all of these three charging systems with a seeming preponderance of evidence in favor of the second method.

Several persons are interested in the matter of what shall be displayed in a store's windows, and how and when it shall be done, and for what length of time.

In some stores the windows are controlled by the general manager, in others by a member of the firm. In some stores the display-man is absolute, and in others the advertising manager is "it." In a few stores the advertising manager and display-man work together in harmony and control. In others, a trio of general manager, display-man and advertising manager control.

All of these men should be won, or as many of them as are directly interested, when a manufacturer seeks window displays.

The approach, should, however, properly be made through the buyer of the department interested. He is the one who should bring up the subject of display to the authority constituted to decide. In many instances he will arrange an interview with the man who finally decides.

To secure a window the manufacturer will pursue much the same tactics as in selling his goods. He must neglect nothing that will tend to bring out the attractiveness of his product from every viewpoint by which merchandise is judged by the buyer, the advertising man, and the general manager and display-man.

Following are suggestions that will help the manufacturer seeking window displays. They are based on the actual experience of manufacturers who have succeeded.

One manufacturer who developed a great business with department and specialty stores, made window displays a very prominent part of the campaign. He "sets up" a variety of displays in his factory. These were passed upon by the sales and executive forces, photographed, and prepared and packed in units for shipment. He used "dummies" and display features other than his goods, which made his plan practical and lessened expenses.

The photographs were shown to the men interested, in the stores approached, and the units required shipped. The decorator had thus before him a working chart. The system was very successful.

In instances when a number of smaller stores were approached, a schedule of acceptances was made up, and at a given time the required number of units were shipped and a decorator was sent by the manufacturer to the town to "set up" the display. These displays were taken from store to store; shipped to the next town; used in the same way and destroyed when worn out.

The salesman in making arrangements used the window display as an inducement or reward in the larger store, and he made an order for goods a *condition* with the smaller stores.

WINDOWS THAT ARE PAID FOR

One manufacturer has been very successful in paying a rate fixed by himself for the use of windows. His representative, governed by certain fixed rules, reports what he believes to be the "circulation" and pulling power of a window, and if he fails to secure it without charge, makes an offer authorized by the home office.

One manufacturer who has used window displays very successfully for a long time allows $25 a week for any window he considers especially worth while to him. He will pay nothing for others, but, nevertheless, has a record of having had his goods on display a total of 545 weeks in 185 stores during 1914. His expenditures at

99,697 Lines
Ahead of Last Year

That is Collier's increase for the first 11 months of 1915 over the same period last year.

5¢ a copy
Collier's
THE NATIONAL WEEKLY

A. C. F. Hammesfahr.

Sales Manager of Advertising

"Thank you for the best magazine published and all the help it is to me."

From a Subscriber.

There are larger and more elaborate publications than *The Woman's Magazine* but probably none which has a quarter of a million more loyal subscribers.

Its policy, in the words of the editor, is "to be a time-saver, money-saver, pleasure-giver."

During the nineteen years of its existence *The Woman's Magazine* has always been directly to the point. Its many service departments actually serve, in concise, business-like manner. Its fashions are smart but always practical. Its fiction is clean and invigorating; its special articles by specialists.

The readers of *The Woman's Magazine* rely on its advice and act on the suggestions in its advertising columns.

Photo by Paul Thompson

The $20,000 Chef

Panchard, the $20,000 chef of the Hotel McAlpin, tells in the Christmas Woman's Magazine how to make "The Glorified Cake."

Christy Mathewson

pitches into elaborate Christmases in "Christmas When I Was a Boy."

Telephone North Pole—123

This is the way hundreds of Wilmington children found Santa Claus and happiness.

Practical rather than sentimental, even in its Christmas issue, The Woman's Magazine is regarded by its readers as guide, philosopher and friend.

The Woman's Magazine

One of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit on a guaranteed circulation of 1,400,000. The other two members of The Trio are The Designer and The Delineator.

636 Broadway New York City

$25 a week to the stores he paid totaled only $1,925 for the year. His product sells at from $2.50 to $10. In 1915 he expects to spend $5,000.

Another manufacturer gives a special discount to the stores that give him windows. He generally manages to get a liberal order for goods at the time the deal is made.

A sweater manufacturer tried for three years to get his goods in a certain store. Finally he offered his best price on an order for 20 dozen assorted. He gave one dozen assorted for a one-week's window display. That was two years ago. The total sales in that time were 325 dozens. Of course when the store saw the sweaters "going" they advertised them and pushed them by other methods.

There is this difference between securing windows and getting newspaper advertising. In the case of newspaper space it is an actual cash outlay subject to many and varied opinions, conditions and circumstances. Moreover, the advertising man is under pressure from every buyer for space, which is relatively of greater importance than the windows.

The windows, on the other hand, are there. They must be "dressed." They can be changed as often as desired; an experiment in a window need cost very little, while newspaper experiment is costly.

Some day, someone will write a book on the psychology of window display. When he does he is at liberty to use the following actual occurrence in a Western town of about 8,000 population.

A general store had in stock 100 waterproof raincoats. A pretty good sum for that town and that store—$30 was spent in newspaper advertising. Four coats were sold. The gross profit was $16.00. The merchant was $14 plus "overhead" the loser.

Then he did some tall thinking. A rainy day came. He rigged up a device by which a raincoat was put on a hanger in such a manner that a steady stream of water about equal to the average rain played upon the outside of the garment.

The inside of the coat was visible, also, from the street. It was dry as punk. On a card was printed:

To one Raincoat, $10.00
and below it

To Doctor.....	5.00
To Medicine.....	2.00
To lost time.....	10.00
	$17.00

Which?

As you can see these Coats are absolutely waterproof
Price $10.00

He sold 90 coats in three days, while the rain lasted, at a gross profit of $360; and the expense of fitting up the window was about three dollars. Also his store was the talk of the town for weeks.

Kresge Company to Open 25 More Stores

The S. S. Kresge Company, which operates five- and ten-cent stores in many cities, is to be taken over by a new corporation of the same name, whose common stock capitalization will be $10,000,000, against $6,000,000 for the present concern. The process will result in an exchange of 18 shares of new stock, whose par value is to be $10 a share for each $100 share now held. This will amount to a stock dividend of 80 per cent, and in addition common shareholders will have opportunity of subscribing at par for two new shares for each old share held.

President S. S. Kresge has sent a letter to shareholders asking that common stock be deposited with the Equitable Trust Company before December 15 for the exchange. The latter said that the $1,000,000 capital to be obtained through the sale of stock would enable the company to open 25 stores next year. The concern now has 138 stores, from which it is estimated by Mr. Kresge that $20,000,000 of merchandise will be sold in the current year.

Why a Trade-mark Attorney Reads "Printers' Ink"

ANDREW B. REMICK.

ST. LOUIS, MO., November 6, 1915.

Editor of PRINTERS' INK:

As an attorney specializing in trade-mark law I find it not only advantageous, but practically necessary, to study advertising and distribution methods in order to intelligently advise clients in constructive trade-mark matters as well as in litigated cases.

PRINTERS' INK satisfies my need for such information so well and in such an interesting way that I am asking you to accept the enclosed $5.00 check for the renewal of my subscription for three years.

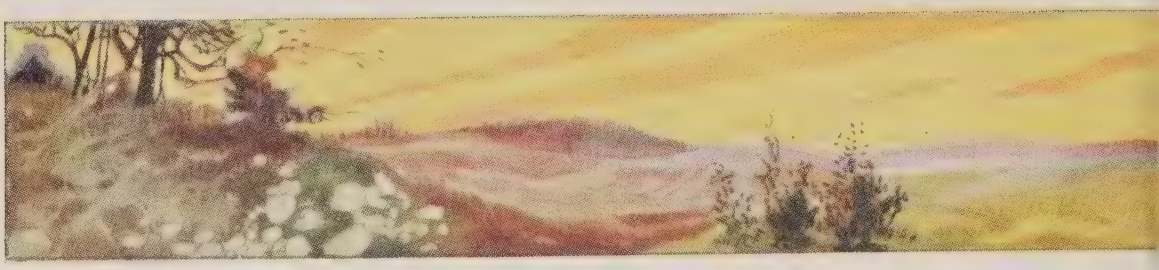
ANDREW B. REMICK.

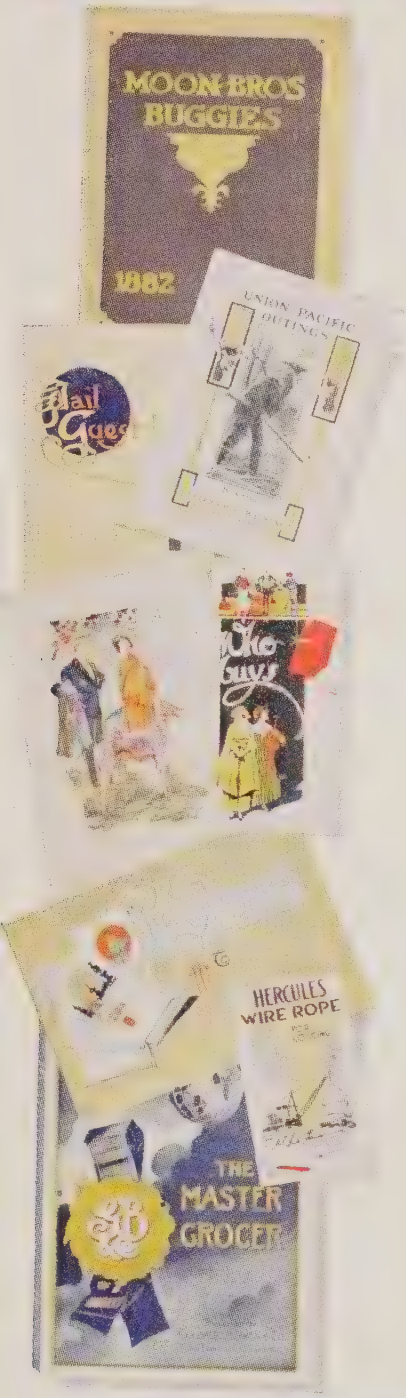
A Natural Development

of our business, due to a wonderful growth during a period of over half a century, through applying a policy of *principle* in every undertaking, has compelled us to broaden our scope towards a more complete service and establish a

General Advertising Agency

We firmly believe the benefits derived by those we serve through the advantages of an advertising service completely conceived and executed under one roof will result in the establishment of an alliance that will prove permanent and profitable.



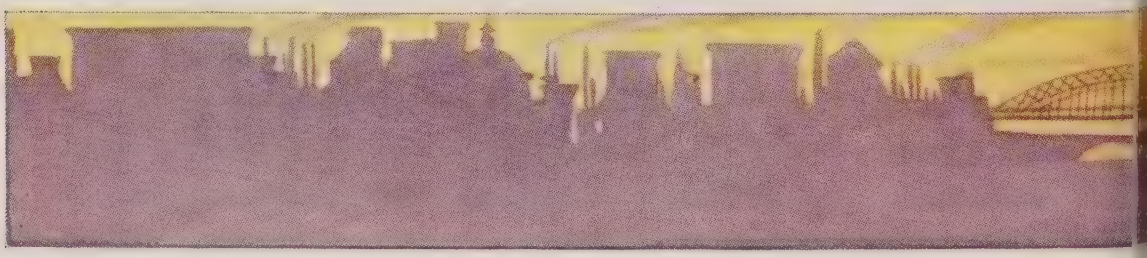


An Achievement At
to One Stan

FIFTY-ONE years ago opport nity wafted her way into a sma obscure print shop and bec oned to the young printer temporari in charge. Even though treading c the very heels of the Grim Reape her call was seen and heeded. The fir of desire for success blazed in th bosom of the man with an all-co suming fierceness, urging him to da and do. This determination was mo strongly fortified when he elected erect his structure on a single standa foundation—that of *PRINCIPLE.*

And so was founded the print shop W. H. Woodward.

From a modest beginning, at the very out he held steadfastly to this one policy. Succ could not be denied her birthright. T business grew—more equipment was added more men needed, and then larger quarte Customer confidence became a valued asset a served to establish a relationship of faith ne before enjoyed by printer and customer.



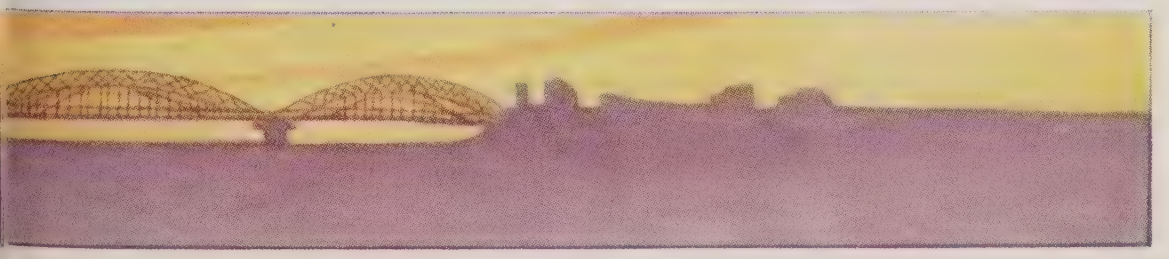
d Through Adhering
l—Principle

Thus an advanced idea was launched vhich previously had existed only in theory.

The business backed by such ideals could ot help but grow—and it did grow beyond ıe fondest hopes of the founder. Improved ıachinery, modern processes for engraving, thographing, binding and producing the highest uality product, were installed. Every detail was ept under the rigid scrutiny of one organization, othing entrusted to outsiders. Then came a ıore advanced step with the establishment of the

Creative Department

Starting in a small way, with just one man ıd a stenographer, applying the same methods the parent organization, this department grew ith the speed of the mushroom and the strength the oak. It gave service in large and small ıings equally well. Those it served were so ıpressed with the thoroughness of service given the way of direct Advertising Folder Cam-ıigns and Selling Helps that almost with one cord they proffered their entire advertising to . Preparations were immediately made to eet this demand, and complete campaigns ere made and carried out. Again success warded the application of the original idea—*RINCIPLE.*



And Now, Fully Qualified as a

General Advertising Agency

we offer you the advantages of our natural development towards the broadening out of your selling and advertising problems in their entirety in a way that is more liberal in its scope than ever previously attempted. Your proposition is unified.

COPY, plans, art work, and every essential for a successful advertising campaign are done by one organization, under one roof, with the application of *principle* in all things is pre-eminent.

You are sincerely solicited to entrust your problem to us in its entirety.

Your copy will be written by men who will analyse your goods and produce earnest, sensible appeals which have the ring of truth and the force of conviction. Your selling plan will be conceived along logical, conservative lines, without frills or fancies, and prove to be exactly fitted to your needs.

A request from you relative to our proposition as applied to your business will be courteously and interestedly received.

The Advertising Agency of

Woodward & Tiernan Printing Co.

Saint Louis, U. S. A.

Advertising Typography and Advertising Solicitation

Sphinx Club Listens to Two Interesting Speeches

INGALLS KIMBALL, president of the Cheltenham Advertising Agency, gave some helpful suggestions on "The Money Value of Good Typography in Advertising" in his address before the Sphinx Club, New York, last week. He emphasized that good typography did not necessarily mean pretty or pleasing typography, that the value of the typography should be measured by its effectiveness.

To illustrate, he mentioned Arthur Brisbane's editorials in the New York *Evening Journal.* Mr. Brisbane had been writing those editorials for some time before the people discovered them, Mr. Kimball remarked. The discovery came when the editorials were set in Clarendon type, double-column measure.

"By that style of typography the American people were induced to read essays, something they had never done on such a scale before," Mr. Kimball said.

The part good typography had played in the growth of *Vogue* was also referred to. Before the advent of Condé Nast and his associates, *Vogue* was almost confidential in nature, according to the speaker. Later good typography, combined with other features, helped the publication to make the big strides of progress.

Most advertisers are not willing to pay for good typography, Mr. Kimball declared. Too many manufacturers believe that good printing and good advertising just happen.

Mr. Kimball called special attention to the fact that almost all the successful magazines had found it worth while to employ special men with great ability to attend particularly to the layout of their work.

They spend large sums of money for illustration. By these means they secure great circulations which cause very high advertising rates.

The advertiser, on the other hand, objects to spending for illustration and typography an amount of money in any degree commensurate to the task he has undertaken, of competing in attention value with the reading matter pages of the publications.

Mr. Kimball pointed out that good typography, while it involved the expenditure of a good deal of money in professional advice, did not mean large mechanical expenditure. That, as a matter of fact, in the making of booklets and catalogues a much more effective job could be produced for the same, and sometimes even smaller appropriation, by spending a large proportion of the appropriation for professional work and a good deal less for the mechanical execution.

Mr. Kimball said that really good layout men were very hard to find and increasingly valuable.

He hoped that more and more advertisers would see the wisdom of employing layout men at good pay, so that the supply of professional service in this direction might be increased, for thus the whole standard of typography in advertising would be raised.

HINTS TO THE LAYOUT MAN

He advised advertisers to lay out their copy with white as a basis instead of black. He said that the man who depended on black for contrast might be disappointed when he found the tone of the type page was gray. He illustrated the attention value of white space to the left of the type matter in an advertisement, and declared that he had used that arrangement time after time with success.

Another speaker at the Sphinx Club dinner was Nat Olds, sales manager of Julius Kayser & Company, gloves, New York. He believed more laboratory work is needed in the advertising and marketing of merchandise. Although Mr. Olds had as a subject "Adver-

tising Solicitors I Have Met," he digressed from that theme long enough to show the need of research work on the part of the advertisers whom the solicitors interview.

THE STEAM-ROLLER AND THE ANALYST

"This is the critical hour for the advertising solicitor," he said. "There are two methods of solicitation that are sharply differentiated in my experience as a buyer of advertising space, and each reflects the policy of the medium behind it. One comes to the advertiser and quotes mass and volume of circulation. This is the steam-roller type, and I have met him often. The other comes with a series of facts so analyzed that the advertiser can see where the solicitor's proposition marches in step with his needs; and this done, it is up to the advertiser to draw his own conclusions and act accordingly.

"Here is a solicitation that I shall long remember. I met a representative of a well-known periodical by chance one night after the theater and we fell to talking advertising. I asked him why he didn't drop in to see us and he replied: 'Why should I? Our propositions are not gaited the same, so what's the use of wasting each other's time?' When I came to I feebly begged him to proceed, and he explained that he recognized that we manufactured a product which was sold in greater volume in the larger cities, while his periodical circulated in the smaller places.

"'How do you know where our product has its distribution?' I demanded, and this solicitor told me that he had made an investigation of our business as a possible prospect for him, and then he gave me, within a few units of the exact figures, the percentage of our big-town distribution in comparison with our small-town. He had deduced it from the results of his investigation, and this shows the thoroughness of his research work. This is one solicitor I have met, and I cannot help thinking of the effect his statement had upon me. He was talking my language, for he knew his facts. He was in a position to give service.

"This brings me to the big thought that, I believe, lies back of all successful sales effort. We all know well that the Klondike days of advertising are over. It is getting to be more and more a plain problem of two plus two equals four. In other words, advertising has ceased to be a gamble and is being reduced to laws, like electricity and engineering. There are quiet, earnest men doing laboratory work in advertising, as Edison does in electricity, and they are the ones who will carry off the prizes. This has been always the history of progress, and the laboratory idea is an indication of how things are moving. I believe that every advertising medium, every agency and every advertiser should have an advertising laboratory as part of the plant. The big, progressive manufacturing concerns have established their research departments, where they test new ideas and study fabrics and metals and try out new combinations. That is how Steinmetz, up in Schenectady, earns his big pay; and the General Electric Company considers Steinmetz as an asset. If a research laboratory in manufacturing is an asset, why not in advertising? One big reason for the failure of many advertising campaigns is to be found in the fact that they were begun too soon, were set going before all the facts were collected, analyzed and reduced to conclusions. An advertising laboratory devoted to research work on marketing would never permit such a thing to happen. Some day they have got to be part of big business organization.

"So, it would seem to me that an advertising solicitor could do very well to look into this laboratory idea and see what fruit it offers for him in competition with other advertising solicitors who may not see anything in it or think well of it. I know an advertising man who knows so much about tea that the big men in the business literally welcome him into

their offices. He speaks their language and can tell them something about their business—and how a big business executive will hang over a live man who can do that. That's another solicitor I have met, and I cite him only as an example of preparedness, and not because he happens to be versed in the mysteries of tea. But it happens that he knows several subjects in just the same quiet, thorough way, and can talk informingly and, above all, intelligently with the men who spend their days and nights planning how to make a profit out of the very line of business he has taken trouble to make a country-wide survey of.

SHORT-SIGHTED ADVERTISERS OFTEN TO BLAME

"Summing up the solicitation of advertising as I see it, I have nothing but praise and admiration for the personnel of the men whose task it is to tell us about their mediums. They are intelligent, shrewd and likable. The point I want to make, and hope I have made myself clear in explaining to you, is that sometimes their time is wasted and their efforts are vain, for the reason that they have not analyzed, studied and tested their market in relation to the market of the advertiser they want to reach. Yet the advertisers themselves are sometimes responsible for the lack of full information which is their due.

"By this I mean that they do not ask for advertising facts and figures as they do from their architects and builders. The selling and advertising are looked upon as matters of opinion, to be discussed at lunch or at some odd indefinite period later on.

"A manufacturer I know of spent literally weeks in consulting with his architects and builders before even the foundations to his factory were dug, and he traveled to distant cities to look at the plants erected by other concerns. When he got his facts right to meet his needs he built a magnificent factory This same manufacturer is so close a buyer of raw material that the millmen call him the Human Cancellation. Yet when it came to considering the vital question of marketing the product that this magnificent factory put out here is what happened: Two agencies were in the field for the business and the manufacturer met their representatives one afternoon at 4:30 to make his decision. It was a question of spending $75,000, and when the rivals appeared the owner of the model factory pulled out his watch and said:

"'Now, you fellows be quick about this. I've got a date to look over a salesman at 5:30, and I can give you 20 minutes each.'

ADVERTISING IS SELLING

"Another manufacturer who was seeking counsel was asked in what cities he sold the largest percentage of his output and what was his profit on the most popular line. He replied: 'Nobody outside of my partners has ever asked questions like that of me before. It's none of your business and you should worry about it. You ain't hired to ask questions.'

"These two incidents are extreme and, fortunately, I am sure, rare. But they illustrate the attitude of some business men toward the selling and buying of advertising service. It is a wrong one and a fatal one, and its reflex action is harmful. The best solicitation breaks down against it, and when somebody does break through, the result is generally the most disastrous. Agencies get blamed for losing accounts, when the truth is that the accounts lose the agency.

"It is hard to understand such a point of view as I have described when one stops to think of the stake involved. It may be that business men do not realize that advertising at the last analysis is selling, and selling is finding and winning and keeping a market. It is more than pictures, space bills, adroit representatives, lithos and the outward and visible forms of activity. It's a painstaking, laborious and thorough study of the whereabouts, the wants, the preferences and the crotchets of the moving human millions who make up the great American market."

"Pin Money Pickles" to Be Advertised

A national advertising campaign for "Pin Money Pickles," made in Richmond, Va., will begin this month. The account has been placed with the Cecil Advertising Company of Richmond.

These pickles have been put up for 35 years and already have a wide distribution. Samples will be sent for ten cents and a strong dealer campaign launched.

Quarter Million to Advertise Milk

A nation-wide advertising campaign was decided upon by the National Dairy Council at a meeting in Chicago recently. The council intends to raise $250,000 for this work, the purpose being to urge the public to use more milk, and thus keep down the cost of living. Dr. Henry B. Favill, the newly elected president of the council, said that statistics show that the per capita consumption of milk per year is only $5.92 on an eight-cent-per-quart basis, compared with a $32 liquor consumption. The work of gathering facts and figures upon which to base an energetic campaign has been turned over to a committee, and it is hoped by adequate publicity the per capita consumption of milk will be materially increased.

R. T. Gray with Haynes Automobile Company

R. T. Gray has been appointed advertising manager of the Haynes Automobile Company, Kokomo, Ind., succeeding H. A. Minturn, who has resigned.

City Council Forbids Public Cigarette Smoking

The city council of Columbia, Mo., has passed an ordinance making the smoking of cigarettes in public places a misdemeanor. This action was taken just one week after the council had passed a law raising the city license on all dealers who handle cigarettes or cigarette papers from $10 to $250 a year. The passage of the high-license ordinance raised such a storm among dealers that the council retaliated with the prohibition of cigarette smoking altogether.

The passage of this ordinance if permitted to stand will have far-reaching effects on the sale of cigarettes in Missouri, for it is stated that more are sold in Columbia than in any other city in the State outside of St. Louis and Kansas City. This is due to the student population of Columbia, which makes up about one-fifth of the city's population.

The most interesting argument brought before the council in favor of the abolition of cigarettes was the aggressive advertising of cigarettes in this city. One of the large companies holds a raffle each year in which a motorcycle is given away to the student holding the most coupons and thousands of sample packages are given away annually. One councilman said that it was impossible to enter a drug store, restaurant, or tobacco store without stumbling over some "wicked contrivance" that advertised the sale of cigarettes.

The dealers in cigarettes are discussing the advisability of employing special counsel to investigate the legality of the city council's action. Missouri has a State law making the sale of cigarettes to boys under the age of 18 a misdemeanor. About one-twentieth of the student population of Columbia is under the cigarette age, but the law never has been observed. The city attorney of Columbia holds that a general State law pertaining to "public health" gives the council power to abolish cigarettes.

Gift to Women Attending Demonstration

For the purpose of attracting women to demonstrations of Jewel Coal and Gas Ranges, a selling plan is used which permits the local hardware merchant to advertise to give away free a glass measuring cup to every woman who visits the demonstration and a five-dollar set of aluminum cooking utensils free with every Jewel combination range sold during the demonstration.

Free Book Offered for Six Cents

The American Ring Company, Waterbury, Conn., is advertising "Klever Kraft," a new silver tableware, featuring an introductory offer of a 50-cent silver mustard jar for 35 cents. For six cents an illustrated Klever Kraft book will be sent free.

Bacon Rind

is a good substitute for ironing wax. Old sheets make good pillow cases. Bait a bath sponge with sugar as a trap for ants. Fix a soiled ceiling with shoe-whitener. Rubber finger stalls prevent stains in canning berries. Sharpen a sewing machine needle by sewing through sandpaper. Turn the rug upside down when you have a sempstress in—much easier to sweep up after her.

The editor of our "Household Short Cuts" department paid readers $1 each for these ideas, as also for ways to utilize soap ends, lengthen skirts, rejuvenate Christmas cards, clean glass oven doors, keep baby from wriggling his covers off, coax stubborn corks, make brooms last—and as for *salt*, a bookful of tricks can be done with it!

This department, one of the most popular we have, is a monument to woman's exhaustless ingenuity.

Sarah Field Splint *Editor*

Today's Magazine

[This is the fifteenth advertisement about TODAY'S editorial policy

What gives value to advertising?

Stop and think a moment. Is it circulation? Not exactly.

Is it copy? Not exactly.

Is it the fame of the house that advertises or the quality of the goods advertised? Not always.

It must invariably be a combination of all these.

For example, you can have a large circulation, but if a great proportion of it reaches readers who earn little more than a bare livelihood, you can sell only a small amount in proportion to the expense of advertising.

If it is circulation that reaches well-to-do people, but only a small number of them, then their ability to purchase is counteracted by the fewness of their numbers.

If it is in a newspaper where your advertising is not properly placed because there is not enough contents matter to counterbalance the advertising, the advertising loses value, no matter how great the extent of the circulation.

If your goods are right but the copy is poor, what can you expect?

If the copy is right and the goods won't bear the test of purchase and use, repeat orders do not come.

The Answer

If you have the right goods and the right copy, we will place your advertisement before 65,000 families, **every one of whom** can buy your goods. This will be in the PUBLIC LEDGER.

In the EVENING LEDGER we will place your advertisement before more than 100,000 families—a great majority of whom can buy practically anything advertised; and all of whom, by their very selection of the EVENING LEDGER as their newspaper, prove that they are of a better-than-average earning class.

Neither the Morning nor the Evening Ledger appeals to lowered tastes.

The advertisement columns are kept clean; so are the editorial and news columns.

The advertisements will have enough reading matter distributed among them to make them more readable than they usually are in papers issued with an eye to the cost of white paper.

The PUBLIC LEDGER—EVENING LEDGER is sparing no expense to establish a high standard of publishing. This all helps the advertiser to get results.

No advertiser or advertising agent can reasonably overlook the PUBLIC LEDGER-EVENING LEDGER, with 165,000 combined circulation at 25c an agate line.

Public Ledger—Evening Ledger

INDEPENDENCE SQUARE
PHILADELPHIA

Witt K. Cochrane

Witt K. Cochrane, president of the Witt K. Cochrane Advertising Agency, contributes this week's business editorials in the Chicago Herald.

Mr. Cochrane is known to merchandisers as the hero of many unique promotion campaigns which have standardized difficult products in remarkably short periods. The selling plan he worked out with the President of the Kewanee Boiler Company is as famous for its spectacular nature as its surprising success. He has also collaborated with the Woods Electric Company, the Scully Steel and Iron Company, and B. Kuppenheimer & Co. in original selling campaigns of marked success. Reading his articles you will meet an important personality of daring constructive skill.

Bigger Better Business

Read these articles daily in the Chicago Herald. They will cover every important subject of interest to manufacturer and business man and will be written by the world's greatest business builders. No sales manager, manufacturer or traveling man should fail to read all of them, and the merchant will find in them much to learn.

Daily on The Chicago Herald's Editorial Page

(The daily circulation of the Chicago Herald, over 200,000, is greater than the combined circulations of all the morning papers in Detroit, Cleveland, Pittsburgh and other cities of similar size.)

Lifting Dealer Helps Out of the Rut

Third of a Series of Articles Reviewing the Material Which Advertisers Are Furnishing Dealers This Fall

ONE thing is sure—it is high time advertisers awake to the changing conditions in the dealer field and start furnishing dealers with material that strikes a new note. Dealers complain of too many moth-eaten ideas, too much sameness, too much deadly monotony. They have complained of this in former years to PRINTERS' INK staff men, but this year more than ever. A dealer in South Chicago for instance, frankly told why he didn't use dealer helps:

"No, I don't use any of that junk in this store," said this clothier with South Chicago directness, "why should I?"

"Why should you advertise at all?"

"You're sick. There is advertising and advertising. My kind of advertising is something that advertises my store, not some other fellow's line. This morning I got a letter from a firm I do business with in New York who wanted me to go 50-50 on some posters all plastered over with their name. I guess the wise boy that wrote it didn't know that I can get a poster that has his beat all hollow—same poster as The Hub is using in Chicago only with my name on it instead of the Hub's for less than what he wanted to charge me, and it was designed by a man who knew retailing, not by some smart-aleck advertising manager."

The dealer afterwards brought out a circular received from a firm that had arranged with several leading clothing stores in the large cities to allow them to syndicate the advertising materials that they got out. Some of this material was unusually attractive, much more so than the average material sent out by a manufacturer, and it appealed to the dealer because it was designed by a man the dealer knew had made a success of that particular store. One poster, for example, was captioned "Browns Have the Call for Fall" and showed striking figures in various brown suits. A space was provided for imprinting the name of the store. Otherwise it was the identical poster that had sold thousands of suits for Henry C. Lytton & Sons in Chicago and the dealer eagerly bought it. Yet manufacturers came to him and urged him to buy their materials, charging him quite as much as he could get the other for, and then making matters worse by telling Mr. Dealer how his interests were their interests and how they were dividing their advertising appropriation with him out of the goodness of their hearts.

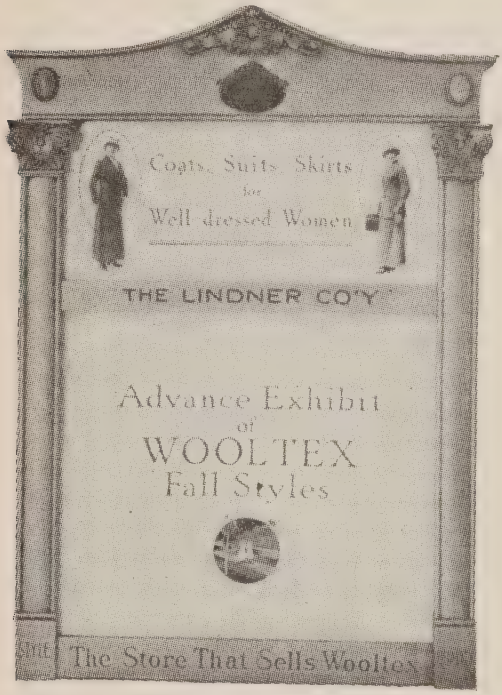
Boiled down to first principles, this incident suggests that advertisers can well afford to give their dealer material more thought. During the last few years these syndicate concerns have sprung up and are furnishing very desirable advertising material at reasonable prices. It is no longer a case of the dealer not being able to get anything better, but a case of the advertiser having to furnish him something *better* than he can buy elsewhere. The dealer is nobody's fool, and there has to be a good substantial reason for his using advertising material.

MEETING SYNDICATE COMPETITION

Already manufacturers are shaping their next year's campaign accordingly, just as some of the leaders did this year. The method of the Joseph & Feiss Company, maker of Clothcraft, has already being described at length in PRINTERS' INK. This advertiser has largely overcome the condition by strategy in writing its consumer advertising, so that the dealer who uses Clothcraft store material is virtually advertising his store pure and simple. The dealer appears to have written the copy, and the ads are signed the

"Clothcraft Store in Your Town." Clothcraft dealers feel that every copy of a magazine carrying a Clothcraft ad that comes into their town is their ad, and are willing to tie up to it.

The H. Black Company, maker of Wooltex clothing for women, is doing everything in its power to make the material furnished dealers more helpful. "Anything that we can do to make our helps more helpful we regard as a distinct step forward," writes the Wooltex advertising department. No expense is spared to carry out



DEALERS GLADLY PAY $3.00 FOR THIS BRONZE FRAME, WHICH IS GROOVED TO ADMIT DISPLAY CARDS FURNISHED BY THE MANUFACTURER FROM TIME TO TIME

this idea, and to provide material that is far and away better than any other advertising the dealer can secure for his store. A good example of this policy is the bronze window frame the company is furnishing this fall, with spaces for interchangeable panels. This frame is 23 x 33 inches in size, and the advertising department gets out new panels for it from time to time. "We find," writes Mr. Newman, "that these frames are enthusiastically received and usually given a prominent place in the dealer's window."

The strong point about this plan is that it assures advertising material of a longer life, and preferred position. While the idea is not new—in fact mention was made of the Beech-Nut Packing Company's use of this idea in last year's review—still the thought of furnishing a handsome, ornamental frame that adds to the store's appearance is worthy of noting. It is somewhat akin to the Roman Gold window pedestals or fixtures which the Thomas G. Plant Company, maker of Queen Quality shoes, is furnishing the dealers this fall. These manufacturers feel the quality of the product is reflected in the quality of the dealer material and produced material to suit. In doing so they have gone far to lift dealer helps out of the rut.

MAKE IT DURABLE

Still another advantage in fixtures of this type is their long working-life. This is hard for some advertisers to realize, who do not see their material after it leaves their store-room. But one only has to get out among the dealers to appreciate the importance of more durability in dealer material, especially lithographed materials. A side trip made by a PRINTERS' INK staff man to an outlying business section brought to light hundreds of store hangers, window pasters, cut-outs, dummy cartons, shelf strips, and various other material that was a positive liability to the advertiser. Seemingly too many of the dealers were too lazy to take the advertising matter down. Evidently some salesman put it up, and there it will stay until the store is sold out or closed by the sheriff.

While the dealer, of course, is largely responsible for such conditions, it would be well if more concerns followed the lead of Swift & Company and issued instructions to salesmen that when they come upon any dirty advertising matter to take it down. A still better plan would be to do as Valentine & Company, makers of Valspar, are doing this fall and furnish store hangers that are

"The best man at getting war pictures—and getting them through" is now at work in the Balkans getting pictures and getting them through for Leslie's readers—exclusively. Donald Thompson will be even more successful for Leslie's than for the New York *World* and the Chicago *Tribune*, because of his present credentials, coupled with his previous experience with the British, French, Belgian, German, Austrian, Russian, Serbian, Bulgarian and Turkish armies.

DONALD C. THOMPSON, MOST SUCCESSFUL OF WAR PHOTOGRAPHERS

James H. Hare, the dean of the war photographers, now in Serbia; Fritz Arno Wagner, now in the German army; Paul Proctor, in Paris; with two representatives (whose names may not be published) in the French army, with exclusive arrangements with the London *Graphic* staff; with the added service of every other photographic service securing war photographs, Leslie's is best equipped of any publication in America to give its readers news and photographs of the war.

Leslie's "covers" not only the war, but the world. If it's news, you'll find it in Leslie's. That's one of the reasons Leslie's has the largest circulation of any ten-cent weekly in America.

A *National* Paper Service

We have often been asked in what way we differ from ordinary paper houses. We are exclusive manufacturers' agents for the largest plants in the United States.

We sell direct to the consumer a wide and varied line of paper. We are the *only* concern in a position to render our customers personal on-the-ground service regardless of where they might be located or what they want to buy in the paper line.

Bermingham and Seaman representatives are picked men. They hold their position because they are able to save money for our customers and in that way get the business. Their help and suggestions have helped pay many a printing bill—why not use them, too?

Send us your printing specifications and we will gladly and promptly submit dummies and suggestions without obligation to you.

BERMINGHAM & SEAMAN CO.

Radium Folding Enamel—Crystal Enamel—Samson Offset — Elite Enamel — Opacity—Advance Bond and many other popular brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Detroit

curl and dirt proof. These hangers are treated by a glazing process which the manufacturers claim adds to their brilliancy, and gives the colors longer life, as well as making it possible to wipe them off with a damp cloth. The tendency of the hanger to curl is overcome by concaving it, so that the printed surface is slightly rounded. Taken together, this Valspar hanger makes a striking appearance in the dealer's store, and is very much above the ordinary from the standpoint of durability. There are a number of these dirt-proofing processes on the market, and it is to be hoped that next year will see more of this kind of material.

Still another way of making next year's material more effective than usual is suggested in the "service" which Robert Ingersoll & Brother are offering dealers. This service is based on the value of suggestion in selling, and the knowledge that few dealers will refuse to use a piece of advertising matter that looks as though it might make two sales grow where only one grew before. From time to time store cards, hangers and window trims of a seasonable nature are sent out to all dealers who will subscribe for the service.

To demonstrate how this plan is worked let us go into the store of a small New Jersey jeweler. We notice as we enter, a hanger, suspended from a special arm-bracket, calling attention to the use of Ingersoll watches for playing golf. The suggestion is quite obvious, why run the risk of ruining a $50 watch, when the watch that made the dollar famous does quite as well. Toward summer we will find a hanger urging yachtsmen to carry an Ingersoll. Why risk losing your "best" watch overboard? Later on there will be a hanger for the hunter, and so on. No matter what season you come to the store, you will find a suggestion dangling from the Ingersoll bracket, and it will not be at all strange if one of them "hooks" you before the year has rolled around.

There seems to be no reason why other advertisers could not adapt this principle of making dealer material seasonable with equal success. There can be no doubt that it enhances the value of the advertising in the eyes of

THIS VALSPAR CARD DOES NOT CURL, CAN BE SPONGED OFF TO REMOVE ALL DIRT AND RETAINS ITS BRILLIANCY

the dealer, giving it selling value that appeals to his commercial instincts. These are generally more finely developed than his artistic senses, which many advertisers persist in appealing to.

There are many cases this fall where advertisers have lifted the quality of their material to a point which assured it being used by means of striking art work, as, for example, the art posters furnished by Pratt & Lambert, but as a rule the dealer will respond more readily to an appeal for co-operation if he can see money coming in by doing so.

MOTION DISPLAYS STILL LEAD

One striking illustration of the advantages of spending a good part of the appropriation on quality material for dealers comes to light in a letter from the advertising manager of the Owl Drug Company, operating a chain of stores on the Pacific Coast. "Among the most profitable helps sent us this year," reads this letter, "is the Kolynos mechanical display, showing the dental cream coming from a number of tubes onto tooth brushes. This display has received not less than a week's showing in the main windows of each of our 21 stores. These windows are situated on the main streets of each of the eight cities in which we operate. We estimate their worth at from $10 to $50 per day, so you see it has paid this company very well to get up something out of the ordinary, for the window space we gave one display alone would amount to about $1,260."

In planning a motion display that is above the ordinary, however, advertisers should strive to make it fit into the merchant's ideas of store advertising, rather than to get out something that appeals to the advertiser himself as being "clever" or "classy." In this connection the Owl Drug Company has this suggestion to make: "The most helpful type of display is the moving feature that attracts attention, and yet is so designed as to allow the window trimmer to build a general window around it. For example, the Durham-Duplex razor people sent out a very handsome display showing a man, life size, shaving before a mirror in a white tiled bathroom. Our window man built this into one of the most effective shaving-supplies windows we have ever shown. It is needless to say that this display got a good showing in all Owl Drug stores."

Continuing Mr. Adams writes: "If manufacturers would spend more money on display features, and put out less and put it out better, they would obtain just as much co-operation from the little fellow as at present, and they would get a great deal more valuable space in the best stores in the biggest cities."

This suggestion of Mr. Adams that more money be spent on dealer helps at once brings up the question of how much of the appropriation shall be spent through the dealer. Several advertisers were questioned on that point, but the amounts varied so greatly with the nature of the product, the caliber of the dealer, and the practice of the trade that no safe deductions could be made. Joseph Schaffner, secretary of Hart, Schaffner & Marx, who are generally conceded to be trail-blazers in matters relating to dealer co-operation put it this way: "My theory is that a nationally advertised product is half sold when it gets to the dealer. One-half is the good will the manufacturer creates and the other half must be supplied by the dealer himself. In order to get the dealer to supply this necessary other half, we are willing to go to great lengths in helping him."

So then it would seem that the vital need next year will be for material that strikes a new note and gets out of the rut, this to be backed up with strong educational material to the dealer getting right down to brass tacks and first principles. The advertiser who will follow this tack will be the one who will get the most co-operation at the smallest per dealer cost. After all, the real test of dealer co-operation success is not how many dealer helps you send out, but how many will be *profitably and intelligently* used.

The American Magazine is producing greater results for advertisers now than ever in its history.

—perhaps it is the steady increase in circulation.

—perhaps it is the greater attention-value of the larger page and the next-to-reading-matter position.

—perhaps it is because The American Magazine holds the faith and respect of so many substantial families.

Ascribe it to what you will, advertisers' records establish the fact.

ELECTRICS

"From 12th on our list in the old size, The American has now risen to 3rd."

TIRE & EQUIPMENT

"We spent $112.00 in two issues—received over $700.00 in cash returns."

MEN'S WEAR

"American second of the three best. Inquiries from all three costing about the same—$1.00."

LIFE INSURANCE

"In cost per order, The American stands first in the general field."

JEWELRY

"From one issue we received 167 inquiries—111 of which developed into orders."

TOILET ARTICLES

"But one advertisement appeared, yet it produced 757 keyed replies . . . which indicates to us you are pretty close to your readers."

PUBLISHERS

"The American stands second in our list of fourteen."

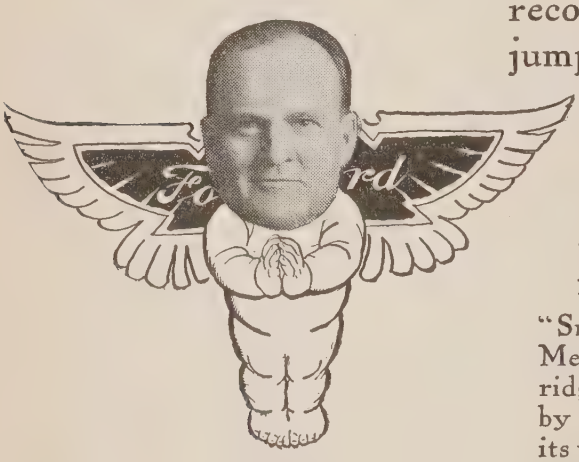
The American Magazine

LEE W. MAXWELL, Advertising Manager
381 Fourth Avenue, New York

JAMES D. FULTON, Western Advertising Manager
Tribune Building, Chicago

The Measure of the Man

Mr. H. T. DUNN
Director and Vice-President of the
WILLYS-OVERLAND COMPANY



Mr. C. A. BROWNELL
Advertising Manager of the
FORD AUTOMOBILE COMPANY

Mr. LEE ANDERSON
Sales and Advertising Manager of the
HUPP MOTOR CAR CO.

"Small-Town Talk About Big-Town Men"

Who'd ever have thought that Harry Dunn, newly elected Vice-President of the Willys-Overland Company, was once a bicycle salesman? Did you ever see Mr. Brownell, of the Ford forces, in a pair of wings? Do you know how many new record-hurdles Lee Anderson jumps per month? We want to tell you the human, unconventional side of some of the really big men who are making current automobile history.

"Small Town Talk about Big Town Men" is a department in "The Ethridge Automobile News," just issued by the Ethridge Company, to exploit its unusual facilities for creating automobile advertising illustrations.

Little "personals," written in the unsophisticated spirit of that small-town home newspaper you once read with such feverish interest, are a feature of this one of twenty different departments.

THE ETHRIDGE AUTOMOBILE NEWS

Pocket-tucking size—just handy for a glance-over after dinner, or between-smokes at the club. It is frankly three-fourths good-humor, with a pinch of advice here and there, a dash of common-sense professional talk and some purely personal exploitation of the largest specialized art department in the world.

THE LITTLE PAPER IS PUBLISHED FOR *YOU*—SEND FOR A COPY—ISSUED MONTHLY—AND FREE.

The Ethridge Association of Artists

New York Studios . . 25 East 26th Street
Chicago Studios . . . Consumers Building

A President's Straight Talk to Advertising Managers

An Executive Who Was Graduated from the Advertising Department Explains His Viewpoint to Detroit Adcraft Club

By Harry Ford

President and General Manager of the Saxon Motor Company, Detroit, Mich.

A FEW years ago I used to think that I had it in me to write the great American satirical essay on the subject of "Some Bosses I Have Known." More recently I have thought that I could write that same essay on "Some Advertising Men I Have Known." And I would, no doubt, have a great deal of myself in both of them, if I ever wrote them.

There is, or should be, a very intimate relationship, I think, between the head of the business and the advertising manager of that business. It should be a confidential relationship. There should be confidence on both sides, full confidence. The advertising manager has a right to expect certain things of the head of the business, and the head of the business has the right to expect certain things of the advertising manager. I mean certain aside from just efficiency on the job and just the sort of things that enable us to draw our salaries.

INTERPRETATION OF "THE HOUSE"

First of all, the advertising man's job is to express an institution to the public—to express its goods; its spirit; its ideals. The greatest part of any institution is its spirit and its ideals, say what you will about its goods; and it is the ability to make the "great mass," as Mr. Walton says, understand that spirit, that ideal that the institution exists to fulfil, which is the great task of the advertising man.

Now, what is an institution, and where will you find it? Of course, we all know that Mr. Emerson said that it was the lengthened shadow of a man. And when you look for that man, perhaps you find the head of the house, and when you have found the head of the house, you have also found the heart of the house. In other words, you find in that person the complete summing up, the epitome of that business. And, in my opinion, it is the business of the advertising manager to understand that person, and to let that person stand in his mind for the business, and if he can understand it, the business can become more real to him than it ever would if he just looked at it as so much brick and stone, and so much machinery turning out so many machines, or packages of breakfast food, in a day; so much capital invested, and so on.

In other words, a business, after all—say what you will about soulless corporations, is a living thing; it has personality, and it is the business of the advertising man to find it, and make it known to the public.

Therefore, the advertising man ought to know the head of the house; he ought to understand him. Have you ever stopped to think that the greatest selling points about an article are the thoughts which the man who started the business had in his mind, which prompted him to start the business? That statement takes us down to the very fundamental thing in business. We have all come to realize it in the last few years, the idea of service, that business exists to render a definite, important service to people.

We may say that any man goes into business to make money. I question in a broad way whether that is a fair thing to say. Of course, we do go into business to make money, but in every great business that has meant a lot in the world, there has been some

other ideal in a man's mind; and in the last analysis, when a man thinks he wants money, he is not thinking of just the money in most cases—he is thinking of what he wants to do with it. He is thinking of a finer home, of influence, of power, of the things he can do with money. In that sense, the desire for money is only symbolic to him of these things.

In the same sense, the product with which he wants to make money, he usually wants to produce because he thinks it will fill some human need, render some service in the world, and because he believes that, he is willing to invest time and money and energy, and give his whole life to bring that business into being and try to make it succeed.

The Burroughs Adding Machine Company—I don't know who the first man was who ever thought of it, but I believe there is some big story about that man, and the belief he had in that thing, and the belief he had that it would do a lot of good to people, render a lot of service in the world.

There was an example of that sort of thing in the last Goodyear advertisement. It tells the story of this man Goodyear, and how he dreamed about rubber goods, and how he spent his whole life trying to realize his idea, trying to start a business which has succeeded because the idea was right. Now, what that man had in his mind, what the man that founded the Burroughs had in his mind, what Henry Ford had in his mind as to what the automobile would do—these are the greatest selling points about these articles. You can get those selling points from the man who started the business. The things he had in his mind and heart are the things you can best spend money for, in that house, to tell the public. You need to get at those things. You need to know the man and know what was in his mind when he started the business.

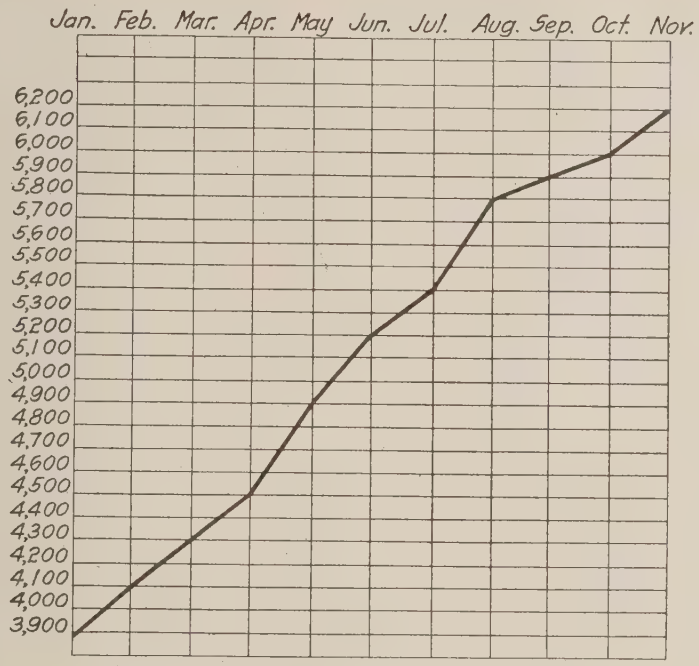
Another principle that I have worked on and thoroughly believe in—I believed it when I was still an advertising manager—is that when an advertising manager undertakes to do advertising for a business, to get publicity for a man, it is his job to do advertising and to get publicity for that business and for that man; I mean, for them rather than for himself. I believe a great many advertising men have made a mistake in sometimes wanting to get a little too much publicity for themselves as they went along. I believe that is a mistake. I believe when a man undertakes to get publicity for another man, he had better stick to that job. I believe I am giving every young advertising man in this room good advice when I give him that piece of advice.

EGO TO THE REAR

You can't cover up your work. You don't have to shout it from the house-tops. If you can get the most publicity for the man in your business, if you can do the best advertising for that product that is being done, nobody can stop the world from knowing it, sooner or later—and it will be sooner rather than later—and your record will be a lot greater coming that way, as the result of absolute quality in your work, than it would be if you just went out looking for publicity for yourself, on your own account.

I have heard a great many advertising men complain that their bosses do not understand advertising. Maybe they don't. Whose fault is it? Perhaps it is partly the boss's fault, but did you ever stop to think maybe it is your fault? Maybe the kind of advertising you do is awfully hard for anyone to understand, anyway, and maybe the boss is a smarter man after all than you give him credit for being. Maybe he was not such an idiot to start this business, anyway. He may not be able to sit down with a pad of paper and pencil, and write an advertisement like you can, but maybe his ideas of what ought to be in that advertisement are pretty sound.

Besides, have you ever really done anything to help your boss to an intelligent understanding of



11 Months' Growth

The above diagram shows the growth in the number of paid subscribers to the Railway Age Gazette, Mechanical Edition, for the first eleven issues of this year.

The Railway Age Gazette, Mechanical Edition (to be known, after the December issue, as the Railway Mechanical Engineer), is read by railway Superintendents of Motive Power, Mechanical Engineers, Engineers of Tests, Master Car Builders, Master Mechanics, Shop Superintendents, Road Foremen of Engines, Engine House Foremen, and Foremen of all departments of locomotive and car repair shops and yards. The overlap between the subscribers of this paper and of the three other Simmons-Boardman publications (Railway Age Gazette, weekly, The Signal Engineer and Railway Electrical Engineer) is less than 5%.

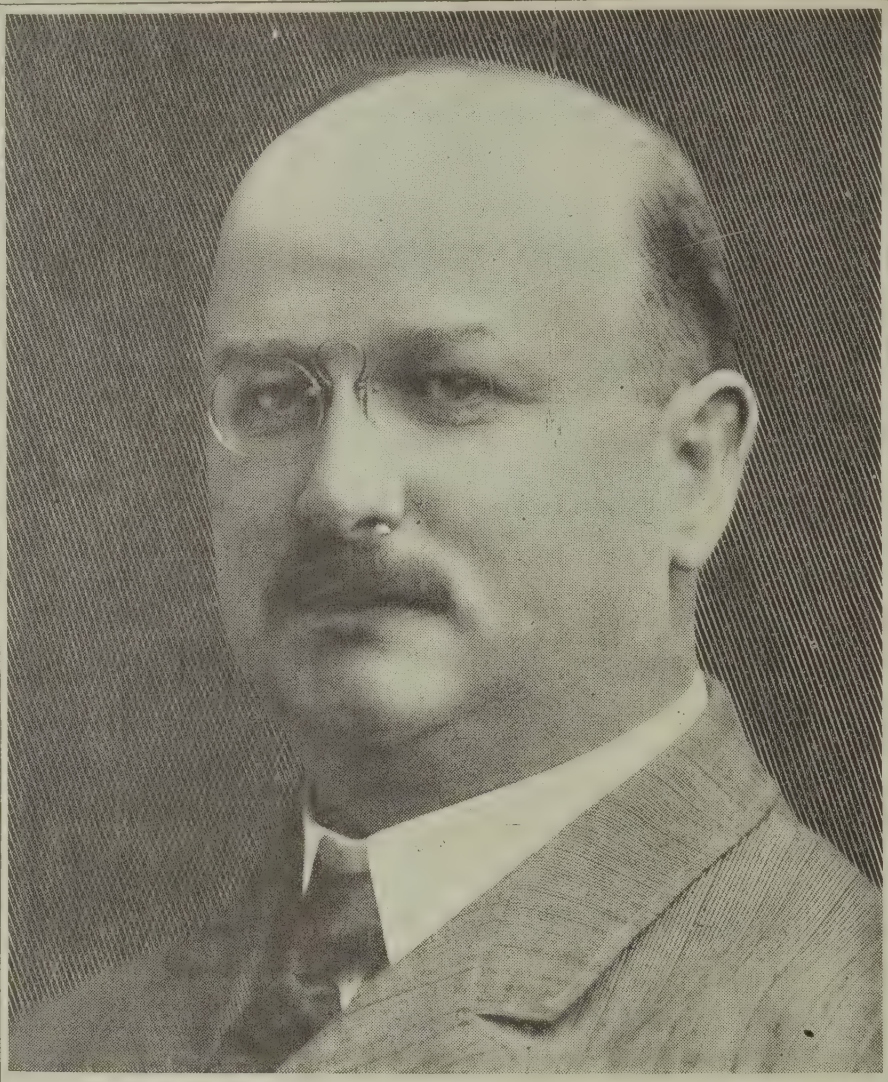
Since January, 1912, the circulation of the Railway Age Gazette, Mechanical Edition, has increased just 66⅔ per cent. The reason is, that it is fulfilling a definite mission and is as essential to its audience as are our other publications to their respective audiences.

The advertising rates are exactly the same as they were in 1912. May we quote them?

SIMMONS-BOARDMAN PUBLISHING CO.

New York Chicago Cleveland

Members Audit Bureau of Circulations



BUILDERS *of* AMERICAN BUSINESS

W. H. PARRY, MEMBER
OF THE FEDERAL TRADE COMMISSION

"I have been a subscriber to SYSTEM, the Magazine of Business, for many years, and while I am not now engaged in active business on my own account, I feel that it will be of very great service to me as Federal Trade Commissioner. Moreover, it is an old friend, whose familiar face I am always glad to see."

NUMBER XXXV in the series of portraits of readers of SYSTEM

advertising, if he has not got it now? If you haven't done that, I advise that you do it, and there are a number of specific ways in which you can do it. You can see that he gets marked copies of the advertising publications in which articles that would be interesting or helpful to him are brought to his attention.

Most of the men who are heads of businesses are middle-aged men, and advertising is a development of the last few years, or the last ten years, you might say; that is, advertising in a big way; and advertising doesn't come within the experience of a great many men who are at the heads of businesses, and they need to be put in touch with it.

Try and have a talk with the head of the house every once in a while, when he has time to talk out loud, because, as I say, he is the heart of the business, and he has thoughts about what he is trying to do with it, that he cannot always give you when he just sits down for an advertising conference and tries to give it to you. If you are on the right basis with him, you can get a great deal of help, and a great many selling ideas from him at off moments.

Try and give the man at the head of the business accurate information. I think that every advertising man ought to know his job so well that he knows pretty well what the circulations of all publications are, and knows them at any time he is asked. He ought to know all other facts of that sort, connected with advertising, in the same way. He ought to be able to give accurate information and give it quickly. He ought not to always have to say, "I will make a note of that and look it up and let you know." He ought to be able to tell it then and there. I think that is his business.

I think a man has a right to expect his advertising manager to know his business, to give him accurate information on the subject of advertising in all its phases; just as he has a right to expect his chief engineer to give him accurate information about engineering; or his factory engineer to give him accurate information about factory work and machines; and the same, all through all the departments.

Another little bit of advice to the young advertising man is, when you have anything to show to the head of the business have it in good shape to show. Have it looking like something. Have it so it will be easy to read. Make it as near like what you expect it to be when it goes before the public, as you can possibly get it. That will help you first of all to sell the stuff, and in the second place, it is no more than he is entitled to. It saves his time, and he is probably a busy man.

THE VALUABLE MAN SEEKS ADVICE

Another thing advertising men sometimes feel touchy about is the right of final O. K. I think the head of any business has the right to expect that he will have the right of final O. K. I reserve that right, and always would, because no one but the man managing the business sees all the phases of the business at the same time. It is often very easy for the advertising department to say something in the advertising that conflicts very seriously with some other department of the business, and I don't think any advertising man ought to feel touchy about it, or feel that his job is smaller, or he is smaller than he thought he was, or ought to be, simply because the man above him reserves the right to finally approve or turn down.

That does not mean an advertising man should not be willing to stand up for what he thinks is right. He ought to, if he has just grounds for his beliefs. He does wrong if he doesn't try to do that—if he doesn't try to show that he is right. He ought to stand up for all of his opinions that he really believes in.

But, at the same time, he should, of course, be really and truly loyal, and that means, if he is turned down, and the decision goes against him, he ought to get in line and support the principle or policy that is decided upon; and that brings me finally to just one more thought that I want to bring out, and that is the thought

of loyalty. It is an old, trite thing to say, "Be loyal," but I tell you men I don't think that any man who has not actually been in charge of a business can ever realize what loyalty really means until he is in that position. I know I never did, and I know that if circumstances again put me in a position where I am not at the head of a business, and am working as a subordinate, I will be a ten times better man than ever before, simply because I do realize the problems the other fellow is up against.

You have to worry about the advertising, but he has to worry about everything. He has to worry about where your salary is coming from, and the money to pay next month's bills, and what the engineering department, and the other departments, are going to do. You can't imagine what it means to that man to have real loyalty, and to feel it, and know it is there. That is the best thing you can give him, that quality of true and unwavering loyalty.

Advertising is a great business, and I don't feel that I have graduated from advertising. I will tell you the honest truth, that advertising is the hardest part of the whole shooting-match, in my opinion, and I have had a lot of experience with all the departments in the last few years.

Miss Louise Porter with New York Store

Miss Louise Porter has joined the advertising department of Bonwit, Teller & Co., New York. Miss Porter recently came from Los Angeles, where she was president of the Woman's Advertising Club, and for several years she was well known in department store work of that city.

Cleanser for Delicate Fabrics Advertised

The Harrah & Stewart Mfg. Company, Des Moines, Iowa, manufacturer of "Little Polly Brooms" and "Thumbo Toilet Soap," is advertising "Little Ollie Cleaner," a ten-cent preparation made especially for filmy fabrics such as laces, silks, etc.

G. A. Buder, vice-president of the German-American Publishing Company, St. Louis, has been elected president to succeed the late E. L. Preetorius.

38 years of intensive study

and experience is back of the AMERICAN EXPORTER. 38 years of helping manufacturers secure export trade. It is today not an experiment. It is of proven efficiency, and being used profitably by several hundred manufacturers, many of them steadily for a score or more years.

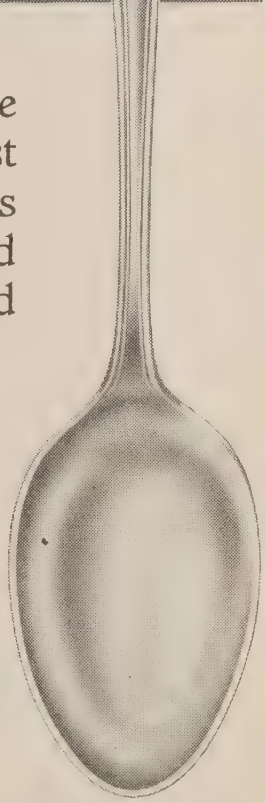
Why don't you, too, take advantage of its facilities?

AMERICAN EXPORTER 17 Battery Place New York

Established 1877, and published in four editions

ENGLISH SPANISH PORTUGUESE FRENCH

1847 ROGERS BROS.
"Silver Plate that Wears"



NOT the oldest nor the sweetest, but the most persistent, story ever told is the story of the quality and the leadership of this brand of silver plate that has had the preference for three generations.

Advertising itself is advertised by the influence exerted by this trade-marked brand on the purchasers of silverware.

INTERNATIONAL SILVER CO.
Meriden, Conn.

The World's Largest Makers of Sterling and Silver Plate.

Since September 4th

The St. Louis Star's Paid Home Delivered Circulation Increased

MORE THAN

20,000

The Star now guarantees the largest home delivered circulation of any St. Louis owned afternoon newspaper.

THE "COMPLETE" HOME EDITION of The Star contains more than two hours' later news than any other home delivered newspaper in St. Louis.

AN INDEPENDENT CARRIER'S ORGANIZATION of 425 boys, ten new high speed motor trucks and a new Goss Octuple press enable The Star to cover the home sections of the city with greater efficiency than any other afternoon paper.

The Star has changed the afternoon newspaper situation in St. Louis.

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Foreign Advertising Representative

JOHN M. BRANHAM COMPANY

CHICAGO Mallers Building | NEW YORK Brunswick Building | ST. LOUIS Chemical Building

Cream of Wheat Case Upheld by Circuit Court of Appeals

Right of Manufacturer to Refuse Sales to Price Cutter Vindicated on Appeal—Neither the Sherman Act Nor Clayton Act Has Destroyed that Right, Says Court

"WE have not yet reached the stage where the selection of a trader's customers is made for him by the Government." So said Judge Lacombe of the United States Circuit Court of Appeals, in upholding the decision of Judge Hough in the case of The Great Atlantic & Pacific Tea Company against the Cream of Wheat Company.

Judge Hough's opinion, which was handed down last July, held that a manufacturer had a right to refuse to deal with a price-cutter, and that the Tea company was not entitled to an injunction compelling the Cream of Wheat Company to continue sales to it. That decision, which was printed in full in PRINTERS' INK for July 29, has been regarded by advocates of price-maintenance as of great importance, since Judge Hough by implication granted many of the principles which they have been trying to persuade the courts to recognize. The Circuit Court of Appeals, comprising Judges Lacombe, Coxe and Rogers, affirmed Judge Hough's decision November 10.

"We had supposed that it was elementary law," says the Court of Appeals, "that a trader could buy from whom he pleased and sell to whom he pleased, and that his selection of seller and buyer was wholly his own concern. 'It is a part of a man's civil rights that he be at liberty to refuse business relations with any person whomsoever, whether the refusal rests upon reason or is the result of whim, caprice, prejudice or malice.'

"Before the Sherman Act it was the law that a trader might reject the offer of a proposing buyer, for any reason that appealed to him; it might be because he did not like the other's business methods or because he had some personal difference with him, political, racial or social. That was purely his own affair, with which nobody else had any concern. Neither the Sherman Act nor any decision of the Supreme Court considering the same, nor the Clayton Act has changed the law in this particular."

In discussing the particular circumstances in the case before the Court, Judge Lacombe said:

"Upon the proofs and the admissions in the record the tea company is not a wholesaler, but a retailer; it does not confine its sales to retailers, but sells to countless consumers; a package at a time for twelve cents.

"The Cream of Wheat Company, as we have seen, in the conduct of its business decided and made announcement to the trade that, for reasons sufficient to itself, it would sell only to wholesalers. Why if it chose to do so it could not make such a rule and adhere to it, we are at a loss to understand. It named the prices at which it would sell to wholesalers, so much in carload lots, so much in less than carload lots. That certainly it had a right to do; the Clayton Act itself expressly recognizes the existence of this right. Under the rule which the company had legitimately established for the conduct of its own business, the tea company could not buy from it, being a retailer. Nevertheless, for a time the Cream of Wheat Company made an exception to its rule and sold to the tea company under some arrangement, which, as defendant thought, would not make the wholesalers with whom it dealt critical of the exception. On a certain day the Cream of Wheat Company decided that it would no longer sell to this retailer at all, and since then it has not sold to complainant. There was no contract between the two which bound defendant to sell to complainant for any specified period of time.

"This suit is really brought to

force the Cream of Wheat Company to continue to sell to this single retailer, as it sells to the wholesalers who trade with it. Much has been said about the reason why defendant ceased to treat complainant as an exception to its rule; failure of the latter to live up to some arrangement, etc. All that seems to be wholly immaterial. The business of the Cream of Wheat Company is not a monopoly, or even a quasi monopoly. Really it is selling purified wheat middlings and its whole business covers only about 1 per cent of that product. It makes its own selection of what by-products of the milling process it will put up and sells what it puts up under marks which tell the purchaser that these middlings are its own selection. It is open to Brown, Jones and Robinson to make their selections out of the other 99 per cent of purified middlings and put them up and sell them; possibly one or more of them may prove to be better selectors than defendant, or may persuade the public that they are. It is difficult to see how into such a business as that any novel and exceptional rule of law is to be imported."

Helps for "Movie" Men

The Progressive Motion Picture Company, distributor of "Paramount Pictures," has recently issued a booklet of advertising copy, for the use of motion-picture theatres in their own local advertising. Proofs of electros are shown, and any of these electros will be furnished free to theatre owners who will ask for them. While the cuts, of course, mention Paramount pictures, they are designed to attract the attention of the theatregoer and compel an interest in the particular house which is using them. Suggested copy is included in the booklet sent out to the exhibitors, but it is not included in the cut, and may be used entire, in part or not at all, as the latter sees fit.

Carl M. Green Company Has Apperson Account

The advertising account of the Apperson Brothers Auto Company, Kokomo, Ind., has been secured by the Carl M. Green Company, Detroit. This agency has also been given the account of S. M. Isbell & Co., seeds, Jackson, Mich.

Death of Brent Good, of "Carter's Pills" Fame

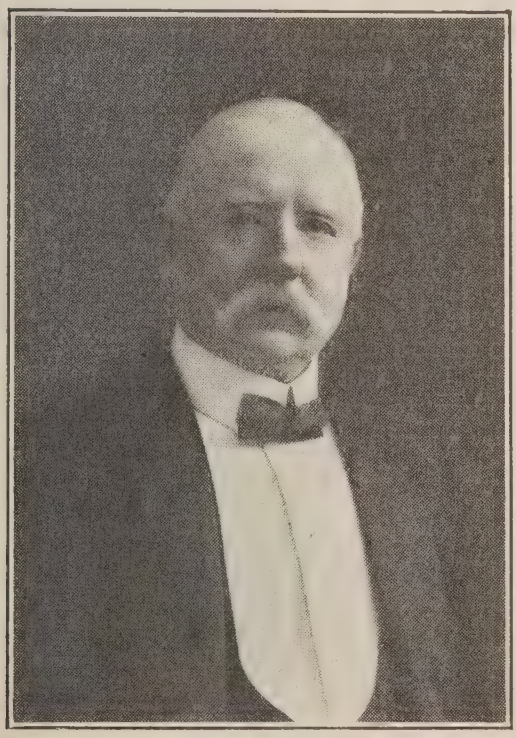
Founder of Successful Proprietary Business Dies at Age of 77—His Employment of Advertising a Generation Ago Brought Him a Fortune—How Criticism of His Methods Helped in England

THE death of Brent Good, on November 10, removes a figure from the world of business who was especially prominent in advertising during its formative period, a third of a century ago. He founded the business of making and selling "Carter's Little Liver Pills," which became so widely known through advertising that they were sold the world over. He was 77 years old when he died, and had outlived most of his contemporaries who built up flourishing proprietary businesses in the palmier days of the industry. But he continued to take an active part in the management of the Carter Medicine Company, at 45 Murray Street, New York, until near the end. Only a few weeks ago he attended a meeting of the Proprietary Association at the Waldorf-Astoria, in which he had been actively interested since it started, over 30 years ago.

Brent Good's real start in business occurred in 1856, when he came to New York from his boyhood home in Canada with five dollars in his pocket and secured employment with Demas Barnes & Co., who then conducted the leading medicine house of the United States. He had served as a druggist's apprentice in Canada, and his experience, coupled with diligence, soon brought him a place on the company's traveling force, and in 1863 secured for him a partnership in the firm. In 1869, however, all the stock and good will were sold to John T. Henry & Co., and Mr. Good for a number of years retired from the proprietary business.

Barnes owned a great many trade-marks, a half interest in Plantation Bitters and had started Castoria well along toward pop-

ular favor. Not only this, but he had the faculty of surrounding himself with men who were able to carry out his plans. Brent Good, with Carter's Pills, and Charles H. Fletcher, still at the head of the Centaur Company, which makes Castoria, derived from him their early knowledge of the conduct of a proprietary business which brought a fortune to both. John Morgan Richards, of London, is another successful advertiser who secured his early training in the same office with Good and Fletcher.



BRENT GOOD

Mr. Good did not lose interest in the medicine business when he left the Barnes company and in 1878 he bought a share of the business of a Dr. Carter, of Erie, Pa., who was marketing pills that had a sale of $10,000 a year. Two years later he founded the Carter Medicine Company, becoming its president, treasurer and general manager. In 1886 a laboratory was established in London, England, and the enormous colored posters advertising Carter's Pills were so different from anything that had appeared up to that time that they were not relished in Great Britain.

English newspapers especially denounced them and a bill was introduced in Parliament to prevent all such advertising display. This publicity was really the best thing possible for the article advertised and it soon came to have a wide sale across the water.

In this country advertising in the early days of the business was likewise responsible for the success Mr. Good attained with Carter's Pills. Geo. P. Rowell, when he wrote "Forty Years an Advertising Agent"—ten years ago—said, "Forty years ago it was frequently said that the time for great profits from the sale of patent medicines had passed and would never come again; but since then Dr. R. V. Pierce has made a great success financially; so, too, has Brent Good, with Carter's Little Liver Pills; Dr. Kilmer, with his Swamp Root; . . . and many others might be named."

Mr. Rowell also stated his belief in the future of the proprietary business in these words: "The chances of success, however, are now so remote that he is either a bold or an imprudent man who ventures at the present day upon the introduction of a new remedy by means of advertising."

Brent Good was one of the last of the old school of proprietary manufacturers and is deserving of a place in the record of successful advertisers.

R. C. Haws with Baker-Vawter Company

R. Calvert Haws has been appointed advertising manager of the Baker-Vawter Company, Benton Harbor, Mich. He has been associated with the Republican Publishing Company, Hamilton, Ohio, and before that had been general manager of the American Sanitary Corporation, Memphis, Tenn., and manager of the advertising and printing departments of the Brown Shoe Company, St. Louis.

"Elite Styles" Appoints Western Representative

M. L. Katz, Chicago, has been appointed Western advertising representative of *Elite Styles*, published in New York.

The association of college comic papers, 22 in number, have likewise appointed Mr. Katz to represent them.

Should Newspapers Refuse Comparative-price Advertising?

Lafe Young, Jr., Gives Views in "Newspaper Week" Talk

"PEOPLE are no longer fooled by comparative price advertising. They do not believe the merchant who advertises '$200 twin-beds for $75' any more than they believe the patent-medicine quack or the fake mining stock promoter. That kind of advertising is a blot on advertising's fair name, and a detriment to the publisher as well as the merchant who signs the advertisement. It is up to the newspaper publisher to close his columns to this kind of business, for the same reason that he closes them to fly-by-night schemes and other confidence-wrecking copy."

Thus Lafe Young, Jr., vice-president of the Associated Advertising Clubs of the World, and publisher of the Des Moines *Capital,* challenged his fellow publishers to get together and take the next step in the elevation of truth in advertising. His speech marked the climax of a week of stirring talks on newspaper advertising, which together with a display of products successfully advertised in the newspapers, the newspaper exhibit from the Chicago Convention, and a moving-picture exhibit illustrating the processes of producing a newspaper loaned by the Baltimore *News,* made up the "Newspaper Week" programme at the Advertising Association of Chicago last week. The Newspaper Representatives Association of Chicago collaborated with the Advertising Association to make the week a success.

James O'Shaughnessey, the Chicago advertising agent, came out boldly in his talk on Wednesday and declared that newspapers were putting a tax on their foreign business by not adopting the flat rate. He mentioned several cases where advertisers to make sure they were getting the lowest possible rate bought space in local papers through local dealers. This he claimed worked an injustice all around. It kept many advertisers from using the newspapers, resulting in a loss of wealth to the community in which the paper was published.

"The dollar that comes to a city from foreign advertising," declared the speaker, "is the biggest dollar that comes into it, because it all stays there. When an out-of-town merchant buys some chairs from a manufacturer in a town, only the profit on the chairs remains, but all remains of a foreign advertising dollar."

Taxing the foreign advertiser, he declared, also had the bad effect of killing off newspaper advertisers, for an advertiser that gives his dealer an appropriation to spend as he sees fit, because he can buy the space cheaper, is not going to get the same results as he would if the business were placed and prepared by a skilled advertising agency. So "preferred rates" hurt the community, hurt the publisher, hurt the dealer and cheat the advertising agency out of an opportunity to make the client's appropriation do maximum service. Mr. O'Shaughnessey contended that if the newspapers will adopt a flat rate, so that the small advertiser and the foreign advertiser will not be penalized, it will be a big step forward in advertising progress.

WANTS STANDARDIZED CO-OPERATION

In urging the newspapers to come out and support food advertisers editorially by pointing out that advertised foods are the consumers' best protection, R. J. Grassly, advertising manager of the California Fruit Growers' Association, stated that such co-operation would do more than anything else to spike the guns of travelling salesmen for concerns who "shared their advertising appropriations with the dealer" and the dealer who was opposed to advertised brands. He laughed at

Facts About Albany—Troy—Schenectady and the Capitol District

The following is the population, 1915 State census, of the six cities which form the heart of The Capitol District, and which are rapidly growing into One Big City:

Albany - -	108,500
Rensselaer - -	11,213
Watervliet - -	15,088
Troy - - -	73,302
Cohoes - -	23,477
Schenectady -	80,386
Total - -	311,966

THE KNICKERBOCKER PRESS

is the only newspaper which covers Albany, Troy, Schenectady and The Capitol District Daily and Sunday, or any Day or any Sunday.

the idea of advertising being a tax on the consumer of food products. "Why," he explained, "it costs us less than 1½ cents per 200 oranges to advertise. This is altogether too insignificant to affect the retail selling price in any way. It is just the same with Quaker Oats or any other advertised food product. It is foolish to talk about taxing the consumer—to prove it one only has to use a lead pencil and distribute a firm's advertising appropriation over its output."

Mr. Grassly also stated that with the help of advertising his organization has been able to successfully market over $150,000,000 worth of fruit in the last eight years. Without advertising and an interlocking selling plan most of the now prosperous members of the organization would be bankrupt. He also gave interesting figures about the advertising and selling methods of the Exchange, which has already appeared in PRINTERS' INK. Mr. Grassly gave most of the credit for the success of the California Fruit Growers' advertising to the newspapers, which he said were used extensively because it made it possible to divide their selling work in zones, and use different methods and advertise different qualities of fruits in each zone. Their most profitable use of the newspapers is to use a half-page with the understanding that the newspaper publisher will go out and sell the other half-page to local dealers. Many newspaper publishers, he said, have "followings" of dealers, who will put over any product the publisher asks them to.

LAWS LIMIT RAILROAD ADVERTISING

In the opening talk of the week, made on Monday by Gerrit Fort, general passenger agent of the Union Pacific Railroad, it was pointed out that one thing that held back railroad advertising was the interference of State legislatures, who seemed to take a special delight in picking on them. Under existing conditions it was unprofitable for a railroad to attempt to create freight business, for instance, because they would simply divert it from one line to another. He also spoke about the advertising being done by his railroad and said that by exploiting special trains in the passenger service they were able to stimulate business on all the trains. The Union Pacific intended to increase its advertising appropriation next year for this reason, he said.

I. R. Parsons, advertising manager of Carson, Pirie, Scott & Co., the Chicago department store, urged newspaper representatives to apply merchandising principles to selling space, instead of merely going up and down the line soliciting business. He declared the day of good fellowship in selling space was on the wane, and that the solicitor of to-morrow must not only know his own proposition from soup to nuts, but must be able to show the advertiser how his proposition could be fitted into that of the prospective advertiser, and be able to give the advertiser service rendered for the time consumed in the solicitation. As soon as solicitors were able to make intelligent suggestions for increasing an advertiser's business instead of merely telling about how many thousands more circulation they had than the other fellow, then just so soon would they be looked upon as a help rather than a nuisance.

As a whole the week was declared by President Clough to have been very successful from the standpoint of attendance, and it is believed that the innovation of devoting a week to the various departments of advertising in this way will be quickly adopted by other advertising clubs interested in educational work. It seems to interest even the most-difficult-to-interest members. A. E. Chamberlain, of Knill-Chamberlain-Hunter, was in charge of the arrangements.

"Pilgrim Magazine" Appoints Advertising Manager

James H. Reynolds, formerly with the advertising agency of Carney & Kerr, Inc., New York, has been appointed advertising manager of the *Pilgrim Magazine*, Chicago.

Selling Advertising Space

with the Addressograph

TRADE MARK

PRINTS FROM TYPE

Keeping SEVEN farm publications filled with advertisements requires *selling ability.* But the Phelps Publishing and Orange Judd Companies, Springfield, Mass., found the Addressograph equal to the job.

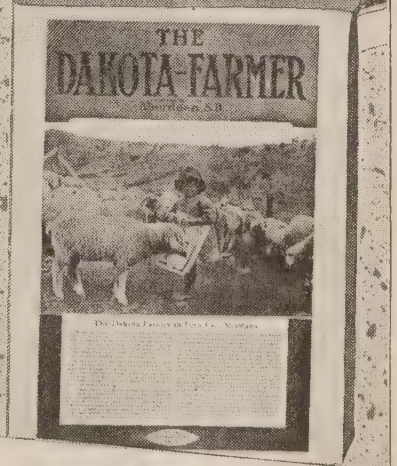
With the Addressograph these prominent publishers strenuously circularize *every* logical advertiser of any importance—*all* advertising agents—in fact, *every* person or firm who is a prospect for advertising space in "The National Farm Power" papers.

And this is only one of the many publishers now using the Addressograph for obtaining profitable advertising contracts.

The Addressograph Co.

PRINTS FROM TYPE

913 W. Van Buren Street, Chicago



ASK THE P

CAN you tell which month will give y
FORT advertisement?

We can't say for sure—but ASK THE
we get the *most letters* from our subscribers

Ask our circulation department. The
most subscriptions and renewals in January

Ask our bank. They will tell you the
from our subscribers for subscriptions a
than any other month.

Then why not use January COMFORT?

W. H. GANNETT, Pub., Inc., Aug

WALTER R. JENKINS, Jr., Representative
New York Office: 1105 Flatiron Bldg.

FRANK
Chicago

STMAN!

he best returns from a COM-

TMAN. He will tell you that
nuary.

l tell you that we get the

at we get *more money*
enewals in January

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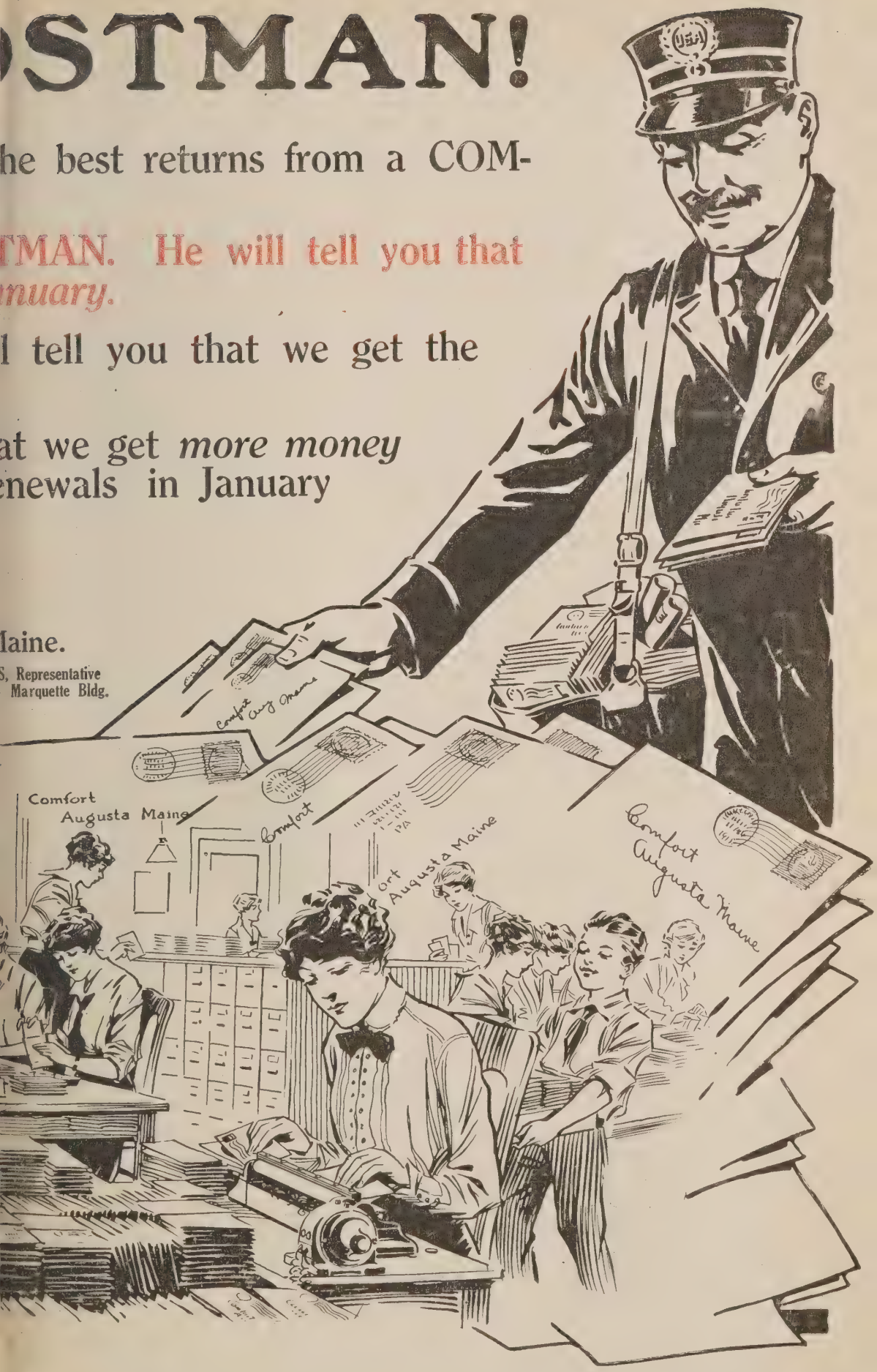
S, Representative
Marquette Bldg.



Inland Storekeeper

announces the appointment of

WILLIAM M. KLEIN

as Eastern Advertising Manager

Mr. Klein has for the past four years been Manager of the Ingraham Advertising Company, of New York, an organization making a specialty of trade paper representation.

R. M. GRAHAM

as Western Advertising Manager

Mr. Graham has been Advertising Manager of The Road-Maker, Moline, Illinois, for three years. Prior to that he conducted an Advertising Service Bureau for small town merchants.

MR. KLEIN and MR. GRAHAM have been chosen because of their ability to serve advertisers and advertising agents in their respective territories not only as representatives in a sales capacity of the Advertising Department, but they will also be equipped to assist authoritatively in dealing with merchandising problems involving the small town field.

Vice-President and General Manager

INLAND STOREKEEPER

461 Fourth Avenue, New York City
Peoples Gas Building, Chicago, Ill.

Getting the "Drop" on Competition

Winning Tactics of Successful Salesmen as Basis for Uniform Home-office Ruling.

By Cameron McPherson

WE have read a good deal in PRINTERS' INK lately about the dangers of aggressive salesmanship. Mr. Montague's valuable articles have done much to make us appreciate the need of caution in instructions going out to salesmen, and in sales correspondence to customers. I know of at least two big Western advertisers who have put a triple check on themselves so that they may keep without the snares Mr. Montague portrays. But interesting as it is to know what we must not do, it is quite important to know what can and is being done to best competition. How are advertisers meeting and downing it every day of the year, and still keeping safely away from the Government's paternal razor strop?

The first salesman I approached on this subject was a Philadelphian. Large, in brain and stature, he was a man I would rather have as a co-worker than a competitor. For two successive years he headed a sales organization of 65 men in volume of sales, and in an office-specialty field where competition is keen he held title to the championship.

"I think the average salesman in almost every line," said the Philadelphian in answer to my question, " is inclined to ease his conscience with the pious thought that he never knocks. But I also think he never loses an opportunity to slip a torpedo under his competitors' arguments if he can.

"In my own case, if my prospect forces me to defend myself I say to him: 'Now, Mr. Jones, I don't think it quite fair that you should ask me to knock a competitor behind his back. That is not my way of selling. You can readily understand that did I think the other equipment was superior to mine I would be selling it. Like yourself I am in business to make money, and all of it I possibly can. If I thought the other proposition better I would naturally be selling it. Why, I can show you a letter from the sales manager of the concern you mention, offering me a position at a higher salary than I am now getting. The only reason I didn't accept it was because I couldn't honestly sell a machine I didn't believe in. If you want any information about the equipment you mention I would be very glad to have you call up the other concern. I am sure they would be very glad to give you the facts. Then you will be able to judge for yourself."

This little strategy suggests that the next time you dictate a letter to your competitor's star salesman offering him a position, think how it will look in that salesman's files. Picture him calling in the stenographer and asking her to find "that letter from the Blank Manufacturing Company offering me a position," and imagine the effect it will have on the prospect in connection with a thoughtfully worked out sales story.

TESTIMONIALS THAT ARE BOOMERANGS

A branch manager for a store specialty advertiser told me of a 'dodge' he used for turning his competitors' testimonial letters against themselves.

"We have a competitor who is a great user of testimonial letters," he said, "and by using every conceivable scheme for getting them he has been able to gather a highly formidable collection.

"His tactics are to overawe a prospect with these letters, which he has in a big leather-bound book, and it is sometimes pretty hard to get a look-in after he has Mr. Prospect thoroughly primed.

"For some time this competitor used to cause me considerable worry, until I hit by accident on what has proved to be a very effective plan.

"I was calling on a particularly well-primed prospect in Sedalia, Mo., when he mentioned several concerns in his line of business who had put in the competing machine, and were well pleased with the results. It just happened that one of the concerns mentioned was a Kansas City firm I had been working on to trade out its machine, and from whom I had received a very encouraging letter just before leaving Chicago. As I was planning on making Kansas City I had the letter in my grip, and produced it in short order. 'That will give you some idea what those letters are worth,' I said. 'You can see how well pleased this man is when he is thinking of trading it out for one of our machines.'"

MEETING LOW PRICE COMPETITION

Selling is continually getting more competitive. A manufacturer no sooner gets a foothold in his field than he is called upon to face lower priced competition. "Gillette seems to be making good money selling his safety razor for five dollars," is the usual line of thought, "guess I will put one out for 50 cents. The money's all in the blades, anyway."

You will find competition of this kind in almost every field, and unless the manufacturer is securely intrenched by thoughtfully planned advertising his salesmen will find it a bothersome task to shut out the newcomer.

I questioned several salesmen, who have had considerable experience in handling this sort of competition, as to the best way of meeting and downing it.

"My stunt in competition-deals of this kind, said a veteran adding-machine salesman, is to refuse to enter into any controversy of comparative values, insisting that the only way to tell is to see the two machines side by side. Then I have a little speech framed up, which seldom fails to do the trick. 'Mr. Jones,' I will say, 'just imagine these two machines were automobiles. One is priced $400, the other $4,000. Isn't it a fact that everybody you know of who has ever bought a $400 automobile is never satisfied until he gets a better car? I can't believe that the matter of a few hundred dollars one way or the other on the initial cost makes any difference to a concern like yours. What you are interested in is getting an adding machine that you won't be wanting to trade out for something better in a few months.'"

LOW PRICE OFTEN A TRAP

Another salesman said the same thing in a different way. "It is easy to meet low-priced competition if a salesman always remembers that his prospect is probably comparing values all the time.

"When I call upon a big concern which I know is in a position to buy the best, I always start in by impressing it with the fact that ours is the highest priced truck on the market, and play it up as a big talking point. Then after this point has carefully sunk in I explain that while I want to take his order, of course with our factory 30 days behind, I cannot promise him immediate delivery. If he must have a truck at once, and is willing to sacrifice reliability for quick delivery, I would suggest that he go to our competitor who I understand is offering machines for instant delivery. This line of attack usually creates food for thought and puts one in the desirable position of being so little worried about the few machines the competitor is selling that I am perfectly willing to throw a sale his way.

All the salesmen to whom I talked agreed that the only safe policy when tied down to a competitive fight is to put the boomerang in the other fellow's hand whenever possible. So, it would seem that the safest instructions to the sales force—safe from the standpoint of the government's attitude as well as the standpoint of salesmanship—would be something like those issued by one of the large manufacturers of addressing machines. In a recent bulletin on competition, sent out following the government's prosecution of the National Cash Register Company, reported at the time in PRINTERS' INK, this firm said:

(*Continued on page 76*)

DETROIT

America's Fourth Manufacturing City thoroughly covered by one paper

The Detroit News

Net cash paid circulation of The Detroit News in Detroit city and suburban territories more than one copy for every seven people, and more than all other Detroit dailies combined.

Net Cash Paid Circulation P. O. Statement, half year ending Sept. 30th, exceeded 173,000

SUNDAY NEWS TRIBUNE Net Cash Paid Circulation exceeds 148,000

New York
I. A. KLEIN
Metropolitan Tower

Chicago
JOHN GLASS
Peoples Gas Bldg.

A Market for Ideas for Striking Window Displays

OUR client, The American Tobacco Company, has contracted for window displays in the 1400 United Cigar Stores throughout the country.

The contract covers a period of years and involves an appropriation of over $2,000,000.

Its extent and importance demand the best ideas that can be obtained.

We are responsible for producing ideas, plans and copy for over fifty brands of cigarettes and tobaccos for newspaper, magazine and other advertising. This in itself is a tremendous work.

We, therefore, welcome window display suggestions from all sources, and wish to announce that we are in the market to secure original window display ideas for our client, for which liberal prices will be paid.

As the displays change every week, several hundred ideas will be required for use during the contract.

There are no restrictions except the necessary ones of size and shape, and these must, of course, conform to the standards adopted by the United Cigar Stores for their windows. To make this perfectly simple, we have prepared forms showing by diagrams and photographs exactly how the windows are arranged and giving the finished sizes. These forms we will supply on request.

The American Tobacco Company has a large number of brands of cigarettes of all prices, so that the range of subjects is wide. The various brands are all well known, and they offer practically unlimited opportunities for the exercise of skill, ingenuity, originality and artistic ability.

CIGARS UNITED CIGARS
CIGARS
CIGARS
SOVEREIGN
QUALITY TELLS
SOVEREIGN
10 for 5¢
SOVEREIGN
SOVEREIGN
SOVEREIGN

"We wish to particularly warn salesmen against mentioning competitors by name when talking to prospects or customers. When you encounter competition hold your feet. Don't sidestep, and don't go up in the air. Overlook the prospect's mention or even indication of preference for another make of machine. Try to remember that in most cases a prospect will mention competition for the mere purpose of hearing what you have to say and 'getting a rise out of you.' Don't let him get your number!

"Settle down and begin hammering into his mind, the points of your proposition in their proper sequence. Lay particular emphasis, and thoroughly impress him, with the points in your proposition that cannot be found in that of your competitors. Don't be satisfied until you have pounded these home until he knows them by heart. Then wait; the competitors' salesmen will play into your hands.

"You may rest assured that your prospect will use the same tactics with your competitor that he has with you. He will use the arguments which you have furnished and which your competitor cannot meet. The only possible thing your competitor can do is to resort to attacking our proposition, a method that is unsportsmanlike and distasteful to every successful business man. He will soon 'knock' himself out of the sale.

"Meeting competition in this way is taking a chance, and to many of our salesmen, may seem less sure than methods which they have used and occasionally found successful, but in the long run it will prove the most profitable policy because it makes you the big man in the buyer's estimation. It is the big men who are able to swing the big deals."

Anyone who has ever sold goods on the road, especially a specialty, will see the obvious wisdom of such a policy. And judging from the fact that the business of this company has more than doubled in the two years since its adoption by the sales force as a uniform policy, it may be that other readers of PRINTERS' INK might adopt the thought. All indications point to the wisdom of a uniform policy in handling competition.

Merchants' Mail-order Catalogue in Newspapers

The retail merchants of Louisville, Ky., have inaugurated a new sales plan in the form of a monthly catalogue for out-of-town buyers issued as a supplement to the *Courier-Journal* and *Times*. Articles advertised in the catalogue that can be sent parcel post will be delivered free within first and second zones; articles by freight will be prepaid for 150 miles. The front page of the catalogue contains an index and the following guarantee:

"We personally know every advertiser that is in this catalogue and guarantee that the merchandise advertised in this section is exactly as described. Advertisers who have announcements in this section will give you full and complete satisfaction when you purchase from them.

"If for any reason you are not fully satisfied with any article purchased from any of the advertisers in this section, we ask you to return it at once at their expense and they will either exchange it for something else, if you wish, or they will return your money and any freight or postal charges you may have paid.

"The publishers of the *Courier-Journal* and *Louisville Times* bear personal and official testimony to the honest mercantile representation, financial responsibility and absolute dependability of the advertisers. We guarantee that you take no risk whatever in sending money or ordering anything pictured or described by any advertiser in this section.

"With this guarantee we ask you to buy liberally from the advertisers in this section."

Los Angeles Boosts Home Products

Ten miles of window displays in Los Angeles served to emphasize the number and variety of products manufactured in that city during "Home Products Week" which was recently celebrated there. Two thousand two hundred local manufacturers took part in the celebration, during which thousands of citizens pledged themselves to use only home products, so far as was possible, for the period of seven days.

During the past year 110 new factories have been erected in the city, and one day of the week was devoted to them. A reception was given by the Chamber of Commerce, attended by business men in many lines. An exhibit of these "infant industries" was prepared, and students in local schools and colleges, and the public in general, were urged to attend the exhibit and familiarize themselves with the number and variety of new manufactures.

Big Profits and New Lines for Stewart-Warner

The Stewart-Warner Speedometer is running full blast, some departments night and day, with 1,500 men on the payroll—1,200 at the Chicago plant and 300 at the Beloit, Wis., plant—or a couple of hundred more than a year ago. However, it has kept out of the war order business.

Its old and new lines have expanded right along since the corporation was organized, about four years ago, and most of the time prompt delivery has been more of a problem than large booking. This year's earnings are officially estimated at about 14 per cent on the common stock. There have been rumors of increased or extra dividends each quarter, but the directors believed the stockholders would be better off in the end by a liberal return of profits into the plant, $625,000 being so appropriated this year. The new building under construction adjoining the Chicago site on Diversey Boulevard will cost $300,000, including equipment, and be ready to begin work May 1. By then there will be several hundred more on the payroll and the output will be more diversified.

New lines have proved profitable from the start, and this year's operating ratio is about the same as for 1914, although materials average higher, especially copper, brass and spelter.

During the past year the vacuum gasolene feed system has practically supplanted the pressure feed system, and that has made life more interesting for the Stewart-Warner people. Now they are adding a line of electric horns, after having had a wonderful run on hand horns. Another brand new line is an air starter for Fords, which is about ready for the market.

The corporation is the only manufacturer of magnetic speedometers on a large scale in the United States, and approximately 85 per cent. of all speedometers sold last year were of the magnetic type. The "Warner" and the "Stewart" patents are considered very valuable. Some say that the new air starter will easily duplicate the success of the speedometer.—*Boston News Bureau.*

Taylor Goes with Philadelphia "Evening Telegraph"

T. B. Taylor, for three years advertising manager of the New York *Times,* has tendered his resignation to take effect at an early date. He will go to Philadelphia to take charge of the advertising of the *Evening Telegraph,* under Rodman Wanamaker.

"Svenska Standaret" Appoints Advertising Manager

Chas. J. Anderson has been appointed advertising manager of *Svenska Standaret,* Chicago. For a number of years he has been associated with the advertising department of Swedish papers in the Middle West.

How the War Has Affected Newspapers in Europe

A list of British newspapers, compiled in March, 1915, showed the mortality among British newspapers to have been 196 for a period of 15 months, including nine months of war. These figures were quoted in an address delivered October 11, before the Manchester, England, Advertising Club, by Hubert Peet, editor of Sells' Newspaper Directory.

He stated, on the authority of a French journalist, that after the war is over there is every indication that French newspapers will take on the guise of American papers, both as to the manner of treatment of news and advertising.

Discussing American papers, he asserted that his experience led him to believe that "the advertisements are the honestest thing in them."

Relative to German papers the Geneva, Switzerland, *Journal de Geneve* publishes this dispatch from Basle:

"Among the business interests hit by the war that of the newspapers must be cited. In spite of the demand for news created by the European crisis, the number of newspapers published in Germany has diminished, and the first of October marked the disappearance of several journals of minor consequence which had been obliged to suspend publication. Others are able to maintain their existence only by raising their subscription price, and it may be safely predicted that if the war lasts more will go under.

"What has especially disorganized the budget of the newspapers is the falling off in advertisements, for which their increased number of readers cannot compensate them."

Jingles to Persuade Housekeepers

The "Chaferfield Kid" has been adapted by Chas. F. Field & Sons, Chicago, as a feature in their newspaper campaign on Chaferfield Caramel Cream, a new confection made of cream, corn syrup and sugar, put up in one-pound cans and retailing for 25 cents. The Chaferfield Kid represents a candy-maker and the illustration is backed up by jingles to show how useful caramel cream is to the housewife.

Gill Joins Chilton Company

H. H. Gill, who for the past nine years has been connected with automobile advertising circles, has joined the Chilton Company's staff and will represent the Chilton Automobile Directory in Michigan and Ohio with headquarters at Detroit.

Complexion Powder in Newspapers

A Western newspaper campaign is being conducted on Red Feather Complexion Powder by a company by that name located in New York.

Printing Paper Is Now Standardized

You should know that the Warren Mills produced

1. The first American coated paper which made possible the use of half-tones.
2. The first dull coated paper—the wonderful CAMEO which opened new fields of beauty in printing.
3. The first India paper—the thin stock on which the Encyclopaedia Britannica is printed.

We specialize on a few rigidly standardized lines covering all ordinary needs on which we stake our reputation.

The name Warren Standard Printing Papers guarantees all that a fine reputation, longest experience and the determination to excel can give.

Write on your business letterhead for our new portfolio of printed specimens.

Warren's Coated Printing Papers

Cameo-Dull Coated—Lustro-Fine Glossy
Cumberland-Glossy—Silkote-Semi-Dull
Printone-Imitation Coated

S. D. Warren & Co. 163 Devonshire Street Boston, Mass.

Manufacturers of STANDARDS in Coated and Uncoated Printing Papers

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

"Constant excellence of product—the highest type of competition"

Making Copy Sound Like the Salesman's Talk

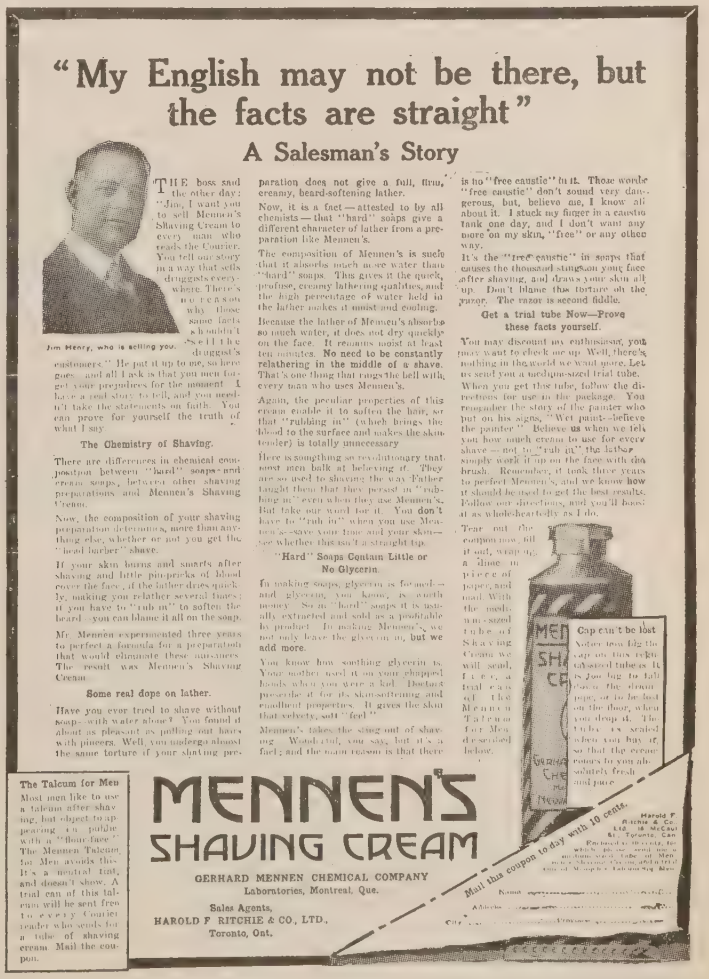
How the Gerhard Mennen Company Succeeded in Creating the Man-to-Man Atmosphere Without Loss of Dignity

MANY advertisers have tried to surround their copy with the man-to-man atmosphere—to give it the selling qualities which the personal salesman exhibits when he talks with his customer. There have been a few conspicuous successes, and a great many failures.

It will not do to write down the arguments of the salesman just as he uses them. That has been tried, and has proved only that there is a certain necessary dignity which must be preserved in a written advertisement and which cannot be sacrificed without a loss of the reader's confidence. Just as it would sound stilted, and even stupid, for a salesman to memorize the text of an advertisement and use it verbatim as a selling talk, so it sounds dull and commonplace to print the arguments of the salesman. The problem is to maintain the proper balance—to unbend just enough to give the copy a personal flavor, yet to maintain enough dignity and observe enough formality to keep the reader's confidence. As stated, it has been successfully accomplished in a few instances, and this story has to do with one of them.

The Gerhard Mennen Chemical Company, of Newark, N. J. recently ran in weeklies of large circulation a full page and a quarter-page advertisement for its Shaving Cream which were ostensibly the work of a salesman. The salesman was an entirely mythical man, and the copy was written in large part by William G. Mennen, though the idea was originally suggested by the company's advertising agent. The same copy was run in Canada, and the accompanying reproduction shows the copy as it appeared in Canadian publications.

It is interesting to note how the balance is maintained between the informal and rather slangy discourse of the salesman, and the more dignified style of the magazine advertisement. In the first place, the "approach" is that of the personal salesman: "The boss said the other day, 'Jim, I want you to sell Mennen's Shaving



"My English may not be there, but the facts are straight"

A Salesman's Story

Jim Henry, who is selling you.

THE boss said the other day: "Jim, I want you to sell Mennen's Shaving Cream to every man who reads the Courier. You tell our story in a way that sells druggists everywhere. There's no reason why those some facts shouldn't sell like druggist's customers." He put it up to me, so here goes—and all I ask is that you men for get your prejudices for the moment. I have a real story to tell, and you needn't take the statements on faith. You can prove for yourself the truth of what I say.

The Chemistry of Shaving.

There are differences in chemical composition between "hard" soaps and cream soaps, between other shaving preparations and Mennen's Shaving Cream.

Now, the composition of your shaving preparation determines, more than anything else, whether or not you get the "head barber" shave.

If your skin burns and smarts after shaving and little pinpricks of blood cover the face, it the lather dries quickly, making you relather several times, if you have to "rub in" to soften the beard—you can blame it all on the soap.

Mr. Mennen experimented three years to perfect a formula for a preparation that would eliminate these nuisances. The result was Mennen's Shaving Cream.

Some real dope on lather.

Have you ever tried to shave without soap—with water alone? You found it about as pleasant as pulling out hairs with pincers. Well, you undergo almost the same torture if your shaving preparation does not give a full, firm, creamy, beard-softening lather.

Now, it is a fact—attested to by all chemists—that "hard" soaps give a different character of lather from a preparation like Mennen's.

The composition of Mennen's is such that it absorbs much more water than "hard" soaps. This gives it the quick, profuse, creamy lathering qualities, and the high percentage of water held in the lather makes it moist and cooling.

Because the lather of Mennen's absorbs so much water, it does not dry quickly on the face. It remains moist at least ten minutes. No need to be constantly relathering in the middle of a shave. That's one thing that rings the bell with every man who uses Mennen's.

Again, the peculiar properties of this cream enable it to soften the hair, so that "rubbing in" (which brings the blood to the surface and makes the skin tender) is totally unnecessary.

Here is something so revolutionary that good men balk at believing it. They are so used to shaving the way Father taught them that they persist in "rubbing in" even when they use Mennen's. But take our word for it. You don't have to "rub in" when you use Mennen's—save your time and your skin—see whether this isn't a straight tip.

"Hard" Soaps Contain Little or No Glycerin.

In making soaps, glycerin is formed—and glycerin, you know, is worth money. So in "hard" soaps it is usually extracted and sold as a profitable by-product. In making Mennen's, we not only leave the glycerin in, but we add more.

You know how soothing glycerin is. Your mother used it on your chapped hands when you were a kid. Doctors prescribe it for its skin-softening and emollient properties. It gives the skin that velvety, soft "feel."

Mennen's takes the sting out of shaving. Wonderful, you say, but it's a fact; and the main reason is that there is no "free caustic" in it. Those words "free caustic" don't sound very dangerous, but, believe me, I know all about it. I stuck my finger in a caustic tank one day, and I don't want any more on my skin, "free" or any other way.

It's the "free caustic" in soaps that causes the thousand stings on your face after shaving, and draws your skin all up. Don't blame this torture on the razor. The razor is second fiddle.

Get a trial tube Now—Prove these facts yourself.

You may discount my enthusiasm, you may want to check me up. Well, there's nothing in the world we want more. Let us send you a medium-sized trial tube. When you get this tube, follow the directions for use in the package. You remember the story of the painter who put on his signs, "Wet paint—believe the painter"? Believe us when we tell you how much cream to use for every shave—not to "rub in," the lather simply work it up on the face with the brush. Remember, it took three years to perfect Mennen's, and we know how it should be used to get the best results. Follow our directions, and you'll boost it as wholeheartedly as I do.

Tear out the coupon now, fill it out, stamp it, a dime in piece of paper, and mail. With the medium-sized tube of Shaving Cream we will send, free, a trial can of the Mennen Talcum for Men described below.

Cap can't be lost

Notice how fits the cap on this regular-sized tube. It is so big to fall down the drain pipe, or to be lost on the floor, when you drop it. The tube is sealed when you buy it, so that the cream comes to you absolutely fresh and pure.

Mail this coupon to-day with 10 cents.

Harold F Ritchie & Co. Ltd. 18 McCaul St. Toronto, Can.

Enclosed 10 cents, for which please send one regular-size tube of Mennen's Shaving Cream and a trial can of Mennen's Talcum for Men.

Name .....

Address .....

City .....

The Talcum for Men

Most men like to use a talcum after shaving, but object to appearing in public with a "flour face". The Mennen Talcum for Men avoids this. It's a medical talc, and doesn't show. A trial can of this talcum will be sent free to every Courier reader who sends for a tube of shaving cream. Mail the coupon.

MENNEN'S SHAVING CREAM

GERHARD MENNEN CHEMICAL COMPANY
Laboratories, Montreal, Que.

Sales Agents,
HAROLD F RITCHIE & CO., LTD.
Toronto, Ont.

THE COPY WHICH, ACCORDING TO THE ADVERTISER, PRODUCED AMAZING RESULTS

Cream to every man who reads the *Courier*. You tell our story in a way that sells druggists everywhere. There's no reason why those same facts shouldn't sell the druggist's customers.' He put it up to me, so here goes—and all I ask is that you men forget your prejudices for the moment. I have a real story to tell, and you needn't take the statements on faith. You can prove for yourself the truth of what I say."

Then the copy swings right into the more formal style of the company's magazine advertising. It is still kept in the first person, of course, yet it is very far from being the sort of talk the salesman would use in a man-to-man interview. A few colloquialisms are sprinkled through the text, but until we reach the bottom of the second column of text there is practically nothing which could not be lifted and made to do duty in the conventional style of magazine copy. Can you imagine, for example, a salesman actually repeating this sentence: "Mr. Mennen experimented three years to perfect a formula for a preparation that would eliminate this nuisance"?

COPY WAS DONE IN THIS STYLE

Suddenly, however, we run into another bit of genuine salesmen's lingo: "Mennen's takes the sting out of shaving. Wonderful, you say, but it's a fact; and the main reason is that there is no 'free caustic' in it. Those words 'free caustic' don't sound very dangerous, but, believe me, I know all about it. I stuck my finger in a caustic tank one day, and I don't want any more on my skin, 'free' or any other way." As W. A. McDermid, sales manager of the company, puts it, fully 90 per cent of the text was quite as formal as the company's usual magazine copy, yet there was enough of the salesman's individuality in the other ten per cent to give a distinct flavor to the whole. Literally hundreds of people, says Mr. McDermid, wrote to the company commenting on the fact that it was using plain man's language.

Of course the real proof of the value of the advertising lies in the results. The copy carried a coupon, calling for a trial-size tube of the cream, so the pulling power of the advertisement may be judged from returns. On this point, Mr. McDermid writes to PRINTERS' INK:

"We were totally amazed at the direct response. We had to put on five extra girls to handle the inquiries that flooded us for three weeks. We then got an aftermath in the form of letters from those who had, in certain sections, been able to buy the cream—in such numbers that we felt justified in believing that for every inquiry we received, at least one other man had bought a tube without writing us. Lastly, we got an exceptional number of acknowledgments of the trial size.

"Aside from the numbers, the character of the returns were significant. Hundreds came back with letters in imitation of the style of the copy. Letters addressed 'Dear Jim' and commenting on the copy—stating that this was the first advertisement the writer had answered, etc.—many of them highly amusing, poured in.

"From one of the small towns in the far south came a detailed narrative of how the page bombarded a small dealer with requests until he telephoned to New Orleans for a supply of the goods. In a word, in the terms of vaudeville, it 'went big.'

"A quarter-page follow-up, five weeks later, 'Men write me this letter' and signed 'Jim Henry,' almost duplicated, though on a smaller scale, the original effect.

"A further result has been the sincerest form of flattery, its direct imitation by another advertiser."

Mr. McDermid is of the opinion that much of the success is due to the care with which the "approach" was arranged. The reader is led to assume a certain frame of mind, which is continued into the more formal copy. The informality is not carried to a point where it approaches bad taste and becomes offensive to the reader. And that, by the way, is likely to be the chief difficulty with imitations—the imitator is almost sure to overdo it.

Now For Christmas!

Bostonians are discussing Christmas. Members of the 338,463 families living within 13 miles of Boston's City Hall are now on the search for suitable gifts.

Are YOUR goods being considered?

Consider the market—the possibilities for your product. Here are 338,463 families in a city with a greater per capita wealth than that of Chicago, Philadelphia and St. Louis COMBINED, and greater than that of New York City.

They have on deposit in the banks of Metropolitan Boston ***over one-ninth of the savings of the people of the United States.***

They believe in advertised goods and the majority of them ask for advertised goods by name. This number is increasing.

The dealers of Metropolitan Boston believe in advertised goods. The big majority of them favor newspapers as an advertising medium because of the local appeal.

Metropolitan Boston is a market worthy of your best effort.

The Boston American will help you with your advertising and merchandising plans by supplying information covering local trade conditions. It will help you reach out for your share of this Christmas trade.

The Boston Evening American will carry your message to more people than all the other Boston evening newspapers COMBINED, and there are five of them.

The Boston Sunday American will carry your message to more people than any other Boston Sunday newspaper—and there are three of them.

The advertising rate of the Boston American is the lowest per line per thousand circulation in this territory.

Now is a good time to talk it over!

BOSTON AMERICAN

NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

Southern Plantation Owners Are Prosperous and Live Well

You Can Not Cut Away From Results

"Have been on a little tour of investigation in Arkansas and taken the trouble to interview a few of the representative farmers. Most all of them not only subscribe to The Progressive Farmer and regard it as a publication of high character, but they read the advertisements and seem to be influenced by them. I asked questions without their knowing with whom I was connected, and on inquiring what farm papers they read, it was almost invariably 'The Progressive Farmer.' I then asked them about roofing, and invariably their reply came promptly, 'Certain-Teed Roofing.' "

GENERAL ROOFING CO.,
R. M. Nelson, Adv. Mgr.,
St. Louis, Mo., June 5, 1915.

"In our recent campaign in selling tents, covers and canvas specialties of all kinds, the very best mediums in the country were used. An exceedingly careful check was kept on the returns, and The Progressive Farmer, on unit cost, lead all the others so far that they almost were not in the running. Furthermore, it almost heads the list in quantity of goods sold **tho mediums were used which claimed several times your circulation."**

ATLANTA TENT & AWNING CO.
Atlanta, Ga., Oct. 7, 1915.

"Our full-page Cotton Horse Collar advertisement in The Progressive Farmer 'Paid in Full.'

"By a carefully kept record of results and cost of replies, we find your medium leading the large list of farm papers carrying the same advertisement. We need say no more."

COUCH BROS. MFG. CO.
Atlanta, Ga., Oct. 7, 1915.

"We have discontinued Mr. Stitt's advertising in all the papers except yours. He says, 'The Progressive Farmer certainly has the drawing power.' "

GARDNER ADVERTISING CO.
St. Louis, Mo., June 5, 1915.

"The Progressive Farmer is unquestionably doing the best and most helpful work for the farmer of any other farm paper issued in the South."

ORGILE BROS & CO.
Memphis, Tenn., Jan. 6, 1915.

"The Progressive Farmer is one of a few papers I make a point to look through from the big mass that pass through my hands."

H. E. HORTON,
Agricultural Commissioner
May 7, 1915 Chicago

THE country merchants, bankers, lawyers, and doctors in the small towns of the South own big plantations and farms. And that is their big business. They are the representative citizens in their communities and live well. *Their purchasing power is big, their needs are many and they are liberal spenders.*

Not only do they buy those commodities needed in their own homes, but they buy in big quantities the "supplies" needed for farm hands.

The European war has dynamited the Southern plantation owners into planting crops other than cotton, and diversification is booming as never before.

Pure-bred beef and dairy cows are being bought by the hundreds at big prices. Grain drills, reapers, mowers, binders and hay presses are being bought faster than some dealers can supply the demand.

One jobber in Memphis, Tenn., has sold over 70 tractors within the last five months and looks for even larger sales this winter and spring.

The seedsmen of the South did a record business last winter and spring. *Many of our advertisers dropped our paper because we flooded them with more orders than they could fill. We can produce the proof.*

The pure-bred cattle sales in the South have been a wonderful success. Better prices have been secured than were secured in the average "Cornbelt" sales.

"Where There's a Farm There's a Home"

The Progressive Farmer goes into the homes of thousands of country merchants, lawyers, doctors and bankers who own and operate big plantations—plantations that are as big as three of the average farms in Illinois. We have, too, thousands of prosperous business men whose businesses are directly dependent upon agriculture and *who read this paper to keep informed.*

It really *is* the South's Greatest Farm Paper and we can and will prove that even though you are not interested in the South as a *whole* we have individual readers who *can* and *will* buy the best of everything—they are as good prospects as the farmers in any section of the United States.

Men Who Know Endorse It

Agricultural Authorities, Government Demonstration Men, Experiment Station Directors, Country Merchants—*men who know*—will tell you it is the leading farm paper of the South.

Advertisers Prove It

No better proof can be shown than to say that we have carried more paid advertising in 1914-15 than any other Southern farm paper. Those advertisers who stayed with us in the first months of the war got splendid results and our old advertisers are coming back with improved conditions.

Clean as a Hound's Tooth

There isn't a fake advertisement in The Progressive Farmer for man or beast or fowl. We bar from our columns EVERY SPECIES of quack or objectionable advertising. Look at a copy! See for yourself the absence of rupture remedies, fake "free spectacle," cheap jewelry and shoddy advertising. We refuse patent medicines for live stock—much less human beings. Editorially it is in a class by itself in the South and it is the equal, editorially, of any publication in America—no matter what its class might be.

Here are some of the big "General" advertisers who have so far confined their farm paper advertising in the South exclusively to the Progressive Farmer.

MADE FOR THE B.V.D. BEST RETAIL TRADE

COLT Automatic

CYPRESS WOOD TUBS

JELL-O

COLGATE'S

PETER HENDERSON & CO. 35 & 37 CORTLANDT ST. NEW YORK CITY

FRISCO LINES

From Virginia to Texas it best serves the farmers and agriculturists of the South. It follows, therefore, that it best serves the manufacturers of America. *Put us on your payroll. We are already on your sales-staff selling your goods while your drummers are playing dominoes in the country hotels.*

OF KNOWN VALUE STANDARD FARM PAPERS

THE PROGRESSIVE FARMER

J. A. MARTIN, Advertising Manager
Birmingham, Ala., Raleigh, N. C., Memphis, Tenn., Dallas, Texas

George W. Herbert, Inc., Western Representatives
119 West Madison Street, Chicago

Wallace C. Richardson, Inc., Eastern Representatives
41 Park Row, New York City

Exhibit of Prize Posters in New York

Newark, N. J., Starts Her Anniversary Posters on a Country-wide Tour—Advertising Man Criticizes the Prize Winners and Shows Wherein Public's Mind Differs from that of an Expert

THAT the ideas of the public in advertising art may be quite different from the trained advertiser's viewpoint was demonstrated in the recently closed prize contest for a poster to advertise the coming 250th Anniversary Celebration of the founding of Newark, N. J.

According to one of the judges of the contest, the results of which were announced last week in PRINTERS' INK, the opinions of the judges as to the best poster, and the popular vote that was a feature of the contest, differed considerably.

Some 64 of the 143 posters submitted started on an exhibition tour November 15, going first to the Anderson Galleries in New York, where they will stay a week. Prominently displayed is the first-prize winner, by Adolph Treidler, of New York. This poster, somewhat sombre in its blues, grays and blacks, represents Robert Treatt, founder of Newark, directing the landing of his followers on the site of the present city. Treatt, in Puritan costume, stands high in the foreground with his finger pointing down, while some of his companions approach from below a hill, in the background of which rolls the bay.

That the casual observer may gather these facts, however, an explanatory inscription is found necessary, a cause of some comment as to the poster's complete advertising value.

This poster, according to present plans, will be made up in two small sizes, into an eight-sheet poster, and poster stamps, and will be displayed in prominent cities as far west as Pittsburg, to announce the celebration of Newark's anniversary, from May to October, 1916.

The poster that was the public's first choice, selected by popular vote and awarded a special prize of $300, is a tall symbolic figure standing on a winged wheel of Fortune.

"Trust the uninitiated to select a design whose only advertising value is the printed name of 'Newark'," remarked one advertising man present. "In other words, 'What has that to do with soap dishes?'"

This is a criticism that may well be applied to many of the designs submitted and on exhibition. Many of the artists evidently trusted to bizarre designs and color effects to put over the few words of announcement allowed by the rules of the contest, and treated of anything in their posters but the founding and progress of Newark.

The poster that earned the second count in the popular vote, however, shows that the people to some extent do appreciate real publicity value in advertising art. This picture has at the left a group of Indians crouched on a cliff and gazing down on a scene of modern Newark—"America's Busiest Corner," as the legend reads. This idea, in fact, furnishes the theme for many of the designs submitted, demonstrating that some of the contestants at least were careful to bear in mind that after all, the poster was to advertise Newark and Newark's Anniversary, and not their own special powers of handling color or designing the unusual. Many of the designs are symbolical of the development of Newark, from its beginning to its prosperous present, with skyscrapers and belching chimneys shown in conjunction with original inhabitants and figures of early settlers.

A long list of cities has already arranged to show the posters, and they are expected to be on the road for at least a year.

So successful has the competition been, that one other municipality has already written to the Committee of One Hundred, who have the anniversary in charge, asking details of the poster contest, with a view to adopting the idea itself.

How to Sell the Real Buyer

By Howard P. Ruggles

President, Ruggles & Brainard, Inc., New York
Representing the Standard Magazines

THE real buyer is always the consuming unit. The wife or the husband often makes the purchase when the buyer is really *the whole family.*

When the earning and buying power of a family represents the combined efforts of father, sons, or daughters, no sale is actually made until the family as a whole has decided what and where to buy.

This is especially true in buying the home and its furnishings, an automobile, a piano, a phonograph or a hundred other articles used by the family.

All the members of the family are consulted and often their combined earning power is represented in every important purchase.

There are many kinds of advertising mediums — newspapers, magazines, street cars, bill boards, trade papers, class papers—papers for men, women and children—papers for farmers, tradesmen, students, etc.—all having a different appeal and all lending themselves logically to the exploitation of certain kinds of commodities.

The standard magazine has an appeal to the family group—direct, pertinent, powerful and permanent.

The standard magazine is an acknowledged portion of the equipment of every home. It occupies the place of honor and easy access on the library table. It is read at leisure, when the mind is free to grasp, and open to retain, new ideas on making the home more attractive, comfortable, livable and worthy of the sentiments developed and fostered within it.

No one really reads an advertisement when deeply engrossed in an interesting story, even if it is placed in an adjoining column. Advertisements are only read when the mind is free and open for interesting things to engross it.

The advertising pages of the standard magazines reflect the highest paid brains in real selling power, mastery of English and artistic expression. In no other place can so much ability be found concentrated. The censorship of the publishers against fraudulent advertisements creates and maintains the readers' confidence.

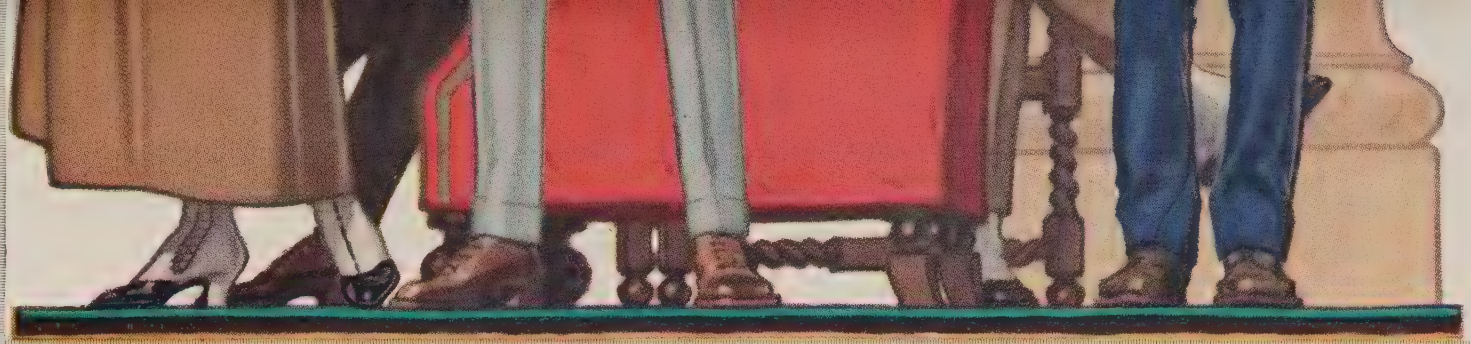
The standard magazine in both literary and advertising contents becomes a family habit.

The regular, steady, consistent advertiser in standard magazines creates a prejudice in favor of his products by ways and means of which the family group is unconscious.

His carefully prepared advertisements become in time a part

(Continued on fourth page of this insert)

STANDARD MAGAZINE PAGE



Hart Schaffner & Marx

Our label on clothes is a small thing to look for, a big thing to find

COPYRIGHT HART SCHAFFNER & MARX

Varsity Fifty Five

THE most popular young men's styles are the Varsity Fifty Five designs; a handsome one is shown here. The merchant who sells our goods has them for you. Pay about $25.

The Style Book is ready; send your name

Hart Schaffner & Marx

Chicago Good Clothes Makers *New York*

A Standard Magazine Page is 6¾ x 9¾—Big enough for any message.

How to Sell the Real Buyer

By Howard P. Ruggles

(*Continued from first page of this insert*)

of the common knowledge of every well regulated family.

"Everbody knows" what the advertiser has been and is saying.

That's why advertisements in standard magazines pay.

THE Standard Magazines here listed are the leaders in their field. One or more of these magazines are read in practically every first-class home in the country.

An Advertising Campaign in this group of magazines will make your product known in every nook and corner of the United States.

For $3,417.50 per month you can have a full page in magazines with a total circulation of about 3,400,000 copies. For $41,010.00 you can have a full page in each magazine every month for a whole year.

Such a Campaign would be powerful and irresistible. Consumers and dealers would know you were advertising. Advertising in this list of magazines is the most direct, the most powerful, and the most economical way of influencing the minds and habits of the best families of America.

Here are the magazines:

Cosmopolitan	World's Work
Everybody's	Review of Reviews
Munsey	Scribner's
Red Book	Century
Outlook	System

The rate for a page in black in these magazines averages about $1.00 per page per thousand of circulation. The rate for a black page in the big-page National Weeklies, Magazines, and Women's Publications averages from $2.50 to $3.00 per page per thousand of circulation.

The rate for a page in color in the big-page publications averages $5.00 to $6.00 per page per thousand.

Through co-operation, the Standard Magazines are now offering

A New Color Service

at a cost of a little over $2.00 per page per thousand of circulation.

The advantage of COLOR to attract attention, to interest, to create desire, needs no argument. Color conveys ideas. Color appeals to the emotions. Color will help you to DOMINATE.

A few pages will be printed each month in Four Colors on Coated Paper. It is necessary to arrange for this service in advance. Schedules are now being made up for next Spring and Fall.

Howard P. Ruggles

President

RUGGLES & BRAINARD, Inc.
200 Fifth Avenue, New York

(*Advertisement*)

Advertisements a Famous Novelist Would Like to See

The Author of "Eben Holden" Makes Some Copy Suggestions for a Troubled World

By Irving Bacheller

I THINK of the revolving world as a monster printing press and of time as an endless white sheet reeling off a spindle on which all the news is imperishably recorded. Your great dailies are feebly patterned after this one. I think of the sun as the engine, of God as the general manager of the plant who pays particular attention to the advertising department and the training of his assistants. Charles Darwin, his star reporter, discovered fragments of one of the first issues of this cosmic journal. It was probably an early number in Volume I. This number contained what was no doubt the first advertisement. It reads as follows:

The great drama of life is now in rehearsal.
Thrilling Acts! Inspiring Scenery!
Wanted a male and female for the leading parts
Must be neat, cleanly and flealess.
Able to show a New and Nobler art of Acting.
No more acrobats or aerial performers are desired.
Apply at the Garden of Eden any day within the next 5000 years.

Since then all the progress the world has made has been the result of persistent advertising. A good many humbugs have been advertised into great success—the divine right of kings, for instance. In the early days they needed a Sam Adams more than we do now.

Of all the fake advertisers the world has known, the mighty kings and captains stand first. In history how their swords flash! How they swashbuckle and defy death at the head of their battalions! In fact, what arrant cowards they were. Of the whole list only two suffered the death they recommended—Gustavus Adolphus and Stonewall Jackson. The great militarists have been the safest men in the world—always. Their prudence and caution has been unequaled. While tens of millions had their vitals torn out at their command, the Kings and Captains kept away from danger. Safety first was always their motto. Philip, Alexander, Cæsar, Charlemagne, Frederick the Great, Napoleon, lived prudently and died carefully, if, in some cases, prematurely, in the paths of peace.

BISMARCK'S MOMENTOUS ADVERTISING

The greatest advertiser in the modern world was Bismarck. When he was preparing for his coup of 70-71 he kept the press and orators of Germany harping on this one string—there is nothing so sacred as the call of the Fatherland and no fate so honorable as dying in its service. For a decade this sentiment was on every avenue that entered the Teutonic soul—you heard it in the pulpit, the theatre, the forum. You saw it on the banners, you read it in the public prints. It wove itself into the tender thought of youth until it became the salt in the blood and the marrow in the bones. That's what led to the fall of Sedan, the surrender of Metz, the siege of Paris, the most wonderful and terrible power in the world. To me it looks like pure advertising.

Now, the people were no happier, no better off than they had been—less so, indeed, for the bloody climax of 1914 was hanging over their heads. The King only had profited by the enterprise. He was a greater man than ever. Both he and the Iron Chancellor had decided to worry along without that death which they had so heartily recommended. They died on hair mattresses.

Amusing and prophetic advertisements may now be read in the

This article is based on Mr. Bacheller's recent speech before the Sphinx Club, New York, and has been revised by him especially for PRINTERS' INK.

great journal. Here are a few of them:

"Wanted a novelist in whose imagination a virtuous heroine could be safely trusted over night."

"Wanted by a bright young man a girl who has never been in the society of rakes and roues in or out of books; a girl who understands that her feet could as properly enter a brothel as her brain. She might shake the dust from her feet!"

"Wanted jobs by a number of kings and emperors. Each has been in the service of God for a long term of years. Employer has closed His house and gone abroad."

Here is a full-page display ad which appears daily:

WANTED BY THE PEOPLE OF EUROPE—A GOD

"Not so hard to understand or so easy to influence that He can be the Friend of both sides in every Battle.

"Must never have associated with Kings, Emperors or Presidents in the business of disemboweling their enemies and seizing property.

"No Heavenly Emperor loving Flattery and Terror and the vain display of Power and magnificence is wanted. But an ever-just and loving and Fatherly God, Who will have no favorites and Issue no Special Licenses for Piracy and Murder."

WANTED BY ALL THE PEOPLE—A SERVANT

"Born of those who serve and aspire
Who has known want and trouble
And all that passes in the Little House of the Poor
Lonely thought, Counsels of Love and Prudence
The happiness born of a Penny.
The need of the strange and mighty dollar
And the love of things above all its power of measurement
The dreams that come of weariness and the hard bed
The thirst for learning as a great Deliverer
Who has felt in his heart the weakness and the strength of his brothers
And, above all, the divinity that dwells in them,
Who, therefore, shall have faith in men and women
And knowledge of their wrongs and needs and of their proneness to error
Humbly must he listen to their voice as one who knows that God will often speak in it
And have Charity even for his own judgments
Thus removed, far removed, from the conceit and vanity of Princes
Shall he know how great is the Master he has chosen to serve."

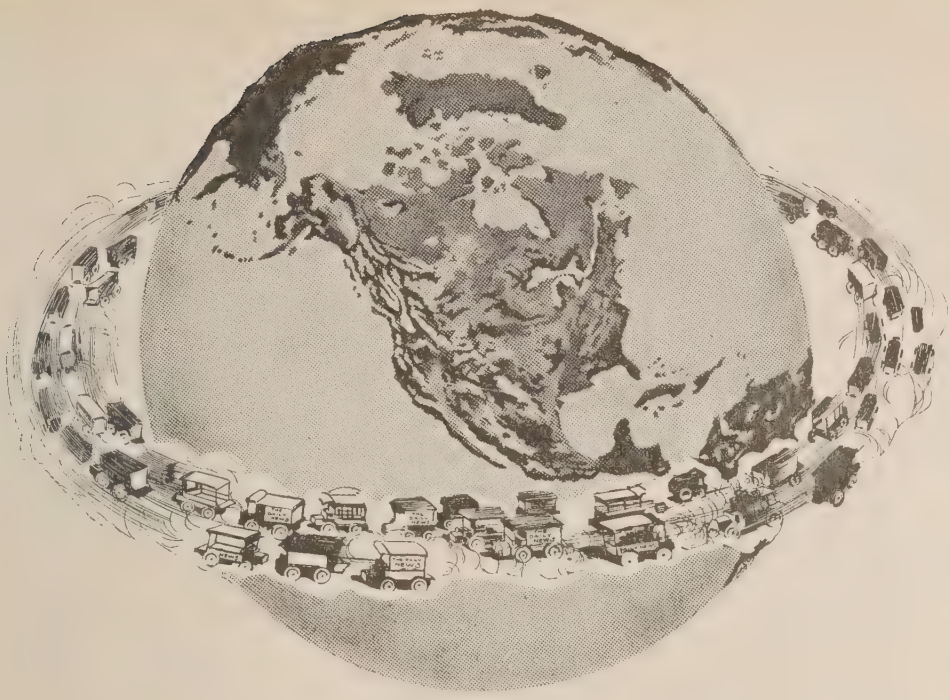
T. P. A. Shown the Necessity for National Advertising

"The manufacturer used to make what he pleased," declared C. C. Parlin, head of the Research Department of the Curtis Publishing Company, to the Technical Publicity Association of New York, November 11, "then he pushed it out to the jobber, who in turn pushed it out to the dealer, and the latter pushed it out to the consumer. That was before the supply caught up with the demand. To-day, however, supply has not only caught up with demand, but in many lines has gone past it. It is no longer possible for the manufacturer to make what he pleases, and push it out in the time-honored fashion. He must make what there is a demand for—what the consumer wants. He cannot afford to ignore the wants of the consumer; he must cater to those wants and must do his share towards shaping them into a demand for his particular goods, for if what he makes is not wanted he will go broke."

Mr. Parlin illustrated his talk by references to the research work his company has been doing, during the past four years, in the marketing of harvesting machinery, textiles, automobiles and food products. He pointed out that we have been going through an economic revolution without knowing it, and that the day has come when the survival of the manufacturer depends even more upon selling efficiency than upon efficient production. National advertising is no longer merely a possible aid to the manufacturer; it is an economic necessity if he expects to maintain his standing in his industry.

Death of Benjamin F. Kirtland

Benjamin F. Kirtland, of the Chicago advertising agency by that name, died last week. Mr. Kirtland was one of the veterans of the business, having entered the advertising business in 1884. Two years later he joined Lord & Thomas in Chicago, and was with that firm for over 25 years.

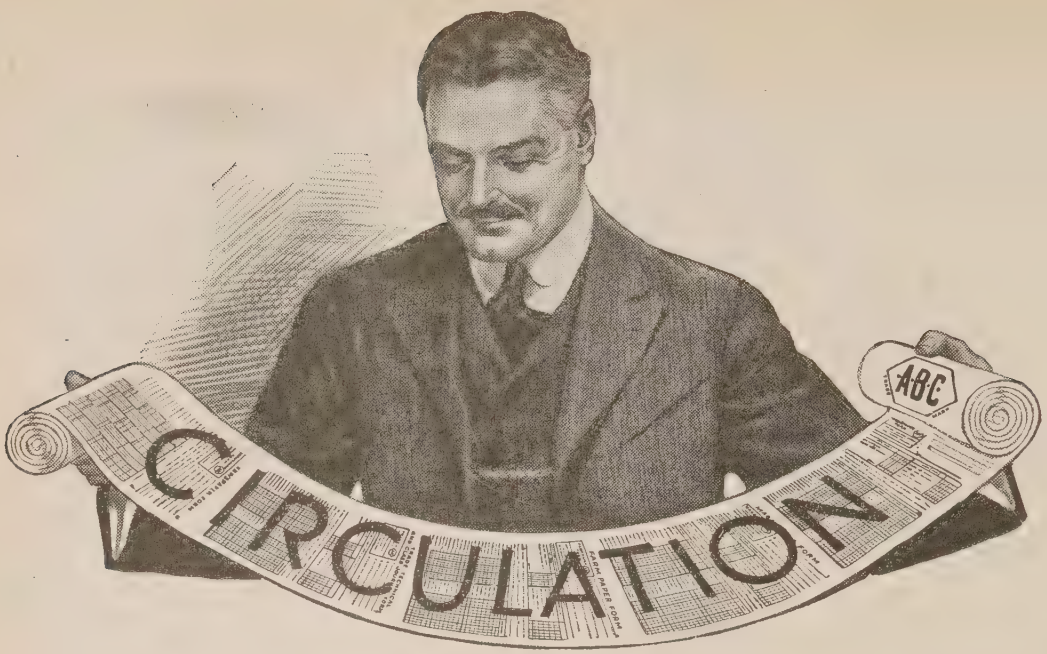


Two and one half times around the world every 30 days to deliver The Daily News in Chicago.

Every day The Daily News distributes over 375,000 copies in Chicago and suburbs (the total circulation is over 400,000). This great task requires a fleet of 34 automobiles and 65 wagons. Every thirty days these vehicles cover a combined total distance of 65,000 miles, or over two and one half times around the world at the equator.

The Daily News has a larger circulation in Chicago and suburbs, by over 100,000, than the next highest daily circulation, and has over 80,000 more than the highest Sunday circulation. As there are approximately 450,000 families in Chicago, you can readily see that The Daily News reaches practically *every worth-while family* in the city.

If you want to *cover* Chicago—use The Chicago Daily News—over 400,000 daily.



"A. B. C. Service"

Puts Circulation Facts Before You

If you could have one hundred men travelling all over the country gleaning facts and figures about circulations of the various publications in which you advertise, you would have just what we offer you in "A. B. C. Service."

Think what it would mean to you to have an absolutely impartial and exhaustive audit on the actual and comparative value of the various publications in all fields, giving quantity, quality and distribution—covering the same period of time. Each audit is exhaustive, and all are made on uniform, standardized blanks.

No advertiser or advertising agent who desires to place and plan his campaign on the highest basis of efficiency can afford to get along without "A. B. C. Service." He wouldn't think of doing so if he knew what information he was missing.

Why not post yourself today?

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing — Russell R. Whitman, Managing Director.

ABC

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street, Chicago

25,000 Electrical Concerns in Joint Sales Campaign

Electrical Prosperity Week the Consummation of Co-operative Effort That Covers the Country —Manufacturers, Dealers and Central Stations Unite in Centering Attention on Electricity.

IT is estimated that close to $1,000,000 will have been invested in advertising by the electrical interests of the country by the end of next week, which is the period designated as Electrical Prosperity Week. The sum can never be computed exactly, for the larger part of it is in the form of comparatively small amounts appropriated by dealers, contractors and central stations for use locally.

The Society for Electrical Development has itself invested less than $100,000 in the campaign. This includes the cost of periodical advertising, the material prepared for the members' individual advertising, clerical labor—everything.

PRINTERS' INK described the formation and work of the society in the issue of May 27th and told briefly of the plans being made for Prosperity Week. The society was formed through the co-operation of electrical manufacturers, jobbers, central stations, dealers and contractors throughout the country and has for its purpose the expansion of the industry in all its channels. The "Week" was decided upon in January of this year as a method by which such expansion might be furthered.

The trade has been made interested by letters, circulars, booklets and pamphlets especially prepared for the particular branch that was being addressed. A monthly paper has gone out to the whole list and a weekly information sheet has been sent local committees, city authorities and the electrical-trade press.

All of this was undertaken so that the whole industry, if possible, might join in a week's united effort to tell the public of the advantages to be gained from the use of electricity and—more than this—to "cash in" on the effort.

These are some of the things that have been accomplished, in the way of increased advertising:

The leading manufacturers will not only fasten attention on the co-operative movement in their periodical advertising, but they have also issued special booklets for dealer distribution. *Collier's Weekly* will issue an Electrical Number November 25th, which will contain the advertising of many of the manufacturers.

Central stations, dealers and contractors have quite generally been leading up to the special week by newspaper advertising. The Society for Electrical Development has prepared advertising such as eight-sheet posters in six colors, car-cards, window-cards and posters, and these have been sent to members without charge, where they agreed to put them to use. Thus 24,000 car-cards have been sent out and will actually appear in the cars. The Boston Edison Company requisitioned 3,350 of them, to use in every car in Boston; the Brooklyn Edison Company, 3,000 cards for use in all the cars in that city; the Philadelphia company likewise took 3,000 cards.

Of the other forms of advertising material which the society furnished, there were sent out 5,000 eight-sheet posters, 50,000 window-cards, 5,000,000 poster stamps, 2,000,000 folders, besides a quantity of muslin signs, lithographs and lantern slides.

HOW THE WEEK WILL BE OBSERVED

Many cities will put on an electrical show, participated in by dealers as well as the central stations. Others have prepared for parades, and in certain localities there will be flood-lighting of public buildings, special street illumination and in various other ways attention will be focused on the importance of electricity.

Louisville will have searchlights on high buildings that will flash colored lights for 20 miles. Sioux City, Iowa, will demonstrate new

uses of electricity on the farm. The Philadelphia City Hall will be flood-lighted and four electrically lighted floats will parade the city. The closing week at the San Francisco Exposition has been officially designated "Electrical Prosperity Week," and there will be a special electrical programme each day. In Buffalo the city monuments will be flood-lighted and the central station will return $175,000 to customers in the way of rebates.

These are but a few examples of the methods to be employed to center attention on electrical current and appliances. It is not the intention to enhance the celebration features of the week at the expense of the sales features. The primary purpose of all the co-operative activity is to sell current, sell appliances and fixtures and to wire buildings where at present there is no wiring.

The E. P. Remington Agency, Buffalo, N. Y., has appointed Alex F. Osborn business manager. Carl J. Balliett continues as general manager.

An Oleomargarine Appeal

The John F. Jelke Company, Chicago, has started its fall campaign on Good Luck Margarine, with some new ideas in educational work.

More copy is used than in former years. The housewife is told that every ingredient is used on her own table or in her kitchen every day, and that she should serve it not only because of the low price, but because it is wholesome and healthful.

This unusual suggestion is offered: "Serve to-night. Don't tell the folks about it. Note their satisfaction and delight and how much they relish and enjoy Good Luck. After that they will want it all the time." This argument is used in an attempt to overcome the prejudice that some people have against Margarine.

The A. B. C. Trophy

The Audit Bureau of Circulations has issued rules governing the contest for a silver trophy offered at the annual convention of the Bureau. The contest is open only to representatives of publisher members. Its award will be made to the publisher-member representative who secures the largest number of new members for the Bureau by the date of next summer's convention.

Members secured will count whether they are regular, associate or local advertisers, or regular or associate advertising agents.

We did it!

Always on the job.

Katz papers gained everywhere.

E. Katz Special Advertising Agency

An organization of salesmen who sell.

NEW YORK KANSAS CITY CHICAGO

Every month for more than two years, the

Daily Oklahoman

has marched steadily forward with strong gains over the corresponding month of the previous year. Our October record is the climax of a long series of monthly increases.

Oklahoma, on September 1st, was surpassed in crop conditions by only one other state. Business in all lines was exceptionally good in Oklahoma. Jobbers and retailers throughout the state report business that is breaking all records.

HERE IS OUR RECORD:

	Agate Lines
October, 1915 - - - -	533,162
October, 1914 - - - -	420,868
Total net gain - -	112,294
Local net gain - -	64,848
Foreign net gain -	47,446
	112,294

We offer advertisers a field that is rich in marketing possibilities. We cover this field with a paper that is exceptional in its strength, in its size as compared with other papers in the state and in the volume of advertising that it is carrying, local and foreign.

Manufacturers of products of all kinds—here is your exceptional market. Advertisers—here is your exceptional medium. Your prospects for returns are better nowhere. A stronger, better read, better edited newspaper to carry your copy cannot be found in Oklahoma.

THE DAILY OKLAHOMAN
4th and Broadway
Oklahoma City - - Okla.

SPECIAL REPRESENTATIVES:
E. KATZ SPECIAL ADVERTISING AGENCY,
Harris Trust Building, Chicago, Ill. — 15 Madison Square North, New York City.
FRANKLIN L. MILLER,
612 Waldheim Building, Kansas City, Mo.

Mr. Horatio Bottomley, Editor of JOHN BULL.

The hour brings the man. This, the most stirring hour in History's pages, has brought to Britain's service the pen of this man whose very name thrills the people of his country much as that of Napoleon moved the people of France. He is the Editor of the weekly journal

JOHN BULL

whose sales prove our words.

	Per week
May average	999,153
June average.....	1,050,671
July average.....	1,130,628

The present rate of $500 per page will only be in force for a limited period. Full details gladly mailed on request.

PHILIP EMANUEL
Advertisement Manager
ODHAM'S, Ltd.
93 & 94 Long Acre London, W. C.

Advertising a Raw Material

(*Continued from page 8*)

with respect to a list of names of prospective house-builders which we secured from many different sources.

"A small list of architectural mediums supplies us with inquiries from architects which we answer with a letter and a booklet on 'One of Your Problems and the Way Out,' which begins: 'Do you know any other profession in the world that gets as much *free advertising* as yours? Isn't it a fact that every building you put up is a standing advertisement for you for the rest of your life?' and then goes on to a technical discussion of zinc and paint and formulas. Copies of 'Painting Specifications,' worked out by the company's painting experts and covering every phase of the paint question, were also offered in a form that permits binding in with the architect's own building specifications.

"Painters who answered the trade-paper advertising got a tastefully designed special booklet, entitled, 'Zinc That Made a Painter Rich.' It tells briefly the story of LeClaire, the painter of Paris, who first introduced zinc paint to France. They also received two other booklets, one containing the names of makers of prepared zinc paint, and the other the names of those who grind American process zinc in oil. This last is zinc for the painter's own use in case he mixes his own paints. A copy of the 'Painting Specifications' was offered if he desired it.

THREE OTHER BOOKLETS

"Three other booklets, on 'French Process Oxide of Zinc,' 'Enamels and Enamel Paints,' and 'Flat Interior Wall Paints,' were sent out inquirers who wished the particular information they contain.

"Of course, the consumer advertising reached a large proportion of the paint grinders, dealers, architects and some of the painters. Before the campaign got

under way, we made up a portfolio of the exhibits on a stretcher of stiff paper enclosed by boards, decoratively lettered in red and white, and presented it to the paint grinders in the hope, as we said, that they would see the advantage in their advertising of putting more emphasis on zinc.

"The same idea was used this year, except that we laid out a full year's campaign instead of one for nine months, that we enlarged the lists of mediums in all classes, and that we ran small 56-line advertisements in our consumer advertising for eight months and pages for the April, May, September and October numbers.

"The small advertisements were addressed to the man with a house, but the large ads invited architects and painters also to send for booklets. At the bottom of each page advertisement was the invitation: 'For big contract jobs, consult our Research Bureau.'

FARM, TECHNICAL AND TRADE PAPERS

"The farm papers carried 56 lines double half the year and 56 lines single the rest. The architectural magazines displayed half pages for a full year, with an unusual amount of white space. The painters' trade papers also carried half pages for a portion of the year.

"The consumer campaign used 26 magazines with a total circulation of 7,400,379; the farm papers, 22 mediums with 3,319,000 circulation; the architects', five papers with 48,500 circulation and the dealers' and painters' trade papers, eight mediums with 28,700 circulation.

"As before, the campaign was laid out in an attractive stretcher portfolio and sent to the 200 grinders with an invitation to them to use more zinc, grind and sell it apart from paint for use of painters, and also to co-operate in advertising it.

"About a year ago we started two intensive direct advertising campaigns that have not only assisted in producing very satisfactory results, but have attracted a great deal of attention outside as well as in the field and in the

(*Continued on page 98.*)

THE AYER & SON ADVERTISEMENT
(*Concluded*)

it. When we stop to consider that this is more than double your crop of six years ago, we marvel the more at your still latent agricultural possibilities.

Your verdant fields are dotted with "lowing kine"; the braying of your three hundred thousand mules would, just now, sound better to Kaiser Wilhelm than all the Grand Opera he ever listened to, and the contented grunts of your two million hogs give blessed assurance of a well-stocked smokehouse, with plenty to spare for market.

There is a hungry market for your yellow pine, in the production of which you rank third among our States.

You have thriving cities—Natchez, Vicksburg, Jackson, Columbus, Greenville, Meridian and Aberdeen—and many live towns with bright futures.

You have good schools and newspapers; good transportation facilities, and good reason everywhere for growth and increasing prosperity.

You have strong inducements for manufacturers, not only of your raw products, but of articles which are indigenous to anywhere that creative brains and enterprising capital exist.

It's up to you, Mississippi. You have every opportunity to grow and establish yourself among the richest States of the Union. Will you do it?

We believe you will, and we are willing to invest our time in studying the problems of any of your present manufacturers who wish to know how to harness up Advertising to speed them along in their race for success. We have helped many other southern manufacturers to spread the demand for their products far beyond the limits of their home States.

N. W. AYER & SON
PHILADELPHIA
NEW YORK BOSTON CHICAGO

printing and advertising field. PRINTERS' INK and other trade papers have referred to them. One of these campaigns was on the architects and the other on the painters.

"The campaign on the painters came first in point of time. First, we sent out an inquiry folder to 16,000 master painters, asking them to answer eight questions as to whether they used zinc in various ways and what their experience was with it. They were to fill out and tear off the blank form and mail it. A booklet was offered to those who replied.

"The folder was an attractive one in black, red and white, and to this attractiveness we attribute the fact that so large a proportion — 13½ per cent — of the painters, who are not what might be called a correspondent-class, replied. By far the larger proportion of those who answered said that it paid to use zinc and told of the proportions used, which varied from 10 per cent to 100 per cent, with about 25 per cent the most popular proportion.

"This was valuable information for us. Some time after we had received it we held a convention of paint grinders at our plant in Pennsylvania. We invited the whole industry to attend. We had these 2,171 reply cards from the master painters pinned up on the walls of our gymnasium for the grinders to see. They covered one side of the gymnasium and half of another. We had thought them an interesting and curious exhibit but one would not have suspected the grinders would find them so absorbing that they would spend a large part of their time studying them.

The dazzling whiteness of painted houses in France is due to the fact that these houses are painted with

zinc

But whiteness is only one of the qualities which Zinc gives to paint. As a real help to you "*One of Your Problems*" has been written and will be sent.

The New Jersey Zinc Company
Room —, 55 Wall Street, New York

ARCHITECTS AND BUILDERS COULD HARDLY HELP READING ADS LIKE THIS IN THEIR MAGAZINES

FOLLOW-UP SERIES

"This questionnaire was followed up by a series of ten mailing pieces sent out to the master painters at intervals of two weeks. The first piece told them the result of the inquiry. It had a deep border reproducing seventy or eighty of the replies in miniature, but still large enough for the answers, signatures and addresses to be deciphered. These no doubt proved almost as interesting to the painters as they did to the paint manufacturers. They could read them only with difficulty, but judging from what we heard, that must have intensified their curiosity."

The mailing pieces for painters referred to by Mr. Clopper differed in size and character. Some were more interesting than others, and provoked more comment. One of the best was "A Primer for Painters, in words of one syllable on the use of zinc in paint." For instance:

"See the Paint-er! See the

A SIGNIFICANT LETTER

From Our "Boys and Girls" Dept.

DEAR AUNT JANE:

This is my first letter. I am twelve years old and live on a large farm of fourteen hundred acres. We own a 35-horse power Minneapolis engine and an Advance separator. We have a corn shredder and a steam plow. We have a large elevator that will hold a lot of wheat. We also own a **large touring car** which I like to run very much, but I never run it alone. Father has a little Ford. I have one sister and three brothers. My sister is three years old and her name is Marion. My brother's names are McClellan, John and Stephen. Your niece,

Stratford, S. Dakota. ATHA GRINOLDS.

It is characteristic of children to talk about the family possessions, and a reading of the letters reprinted in a single issue will give a clear idea of the typical subscriber and the farm homes of

"The Two Leading Farm Power Magazines"

The American Thresherman and Farm Power

Published Monthly on the First

Gas Review

For the Gas and Oil Engine User

Published Monthly on the Fifteenth

CLARKE PUBLISHING COMPANY - Madison, Wis.

NEW YORK
Paul W. Minnick, Marbridge Bldg.

NDIANAPOLIS
J. B. Parker, 2002 Central Ave.

CHICAGO
J. C. Rogers, Hearst Bldg.

A Timely Issue On A Timely Subject

Pumps, Condensers and Cooling Systems, or water handling in the power plant, is the subject upon which the January 1st, 1916, number of

PRACTICAL ENGINEER

will be specialized.

Embracing in textbook form, a subject of intense interest to all power plant men, it has a permanent advertising value to all manufacturers of power plant equipment and supplies whose advertisements are printed therein.

Its timeliness and usefulness assure a permanent place for it in the library of every one of the 22,500 Engineers who will receive a copy of it.

Make your reservation today. Write for a copy of the prospectus containing full information regarding this important issue.

TECHNICAL PUBLISHING COMPANY

537 So. Dearborn Street
CHICAGO ILLINOIS

Paint-er paint! Does the Painter put joy in his work? Ah! So he does. He also puts Zinc in his Paint. Can you all Spell 'Zinc'? 'Zinc' is not a very Hard Word. Still some Paint-ers find it Hard to Spell."

The cover was made up in imitation of the Colonial primers, with illustrations travestying the old-time wood-cuts.

AND THE AMUSING FOLDER

Another piece, eleven by three inches, folding lengthwise into an unusual shape for the mails, featured a play at "Painters' Theatre" — "To-night, The Big Success — 'One Word' — Popular Prices." The cast is a Painter and a Householder. Enter Painter, r., to Householder, c.

Painter (bowing): Morning.
Householder: Morning.
Painter: Work?
Householder: Please.
Painter: Today?
Householder: Surely.
Painter: Where?
Householder: Porch.
Painter: Color?
Householder: White.
Painter: Good!
Householder: Why?
Painter (holds up pail): See.
Householder (looks in pail): My!
Painter (pointing at paint): Bright.
Householder: Very.
Painter: Lasts.
Householder: Splendid.
Painter: Weatherproof.
Householder: Why?
Painter (smiling): Secret.
Householder (appealing): Tell.
Painter (relenting): Well——
Householder: What?
Painter: ZINC.

Another was a "moving picture" piece, a small folder of 32 pictures in succession, entitled "The Turning Point, or How Mr. Spectrum Got Rich." Mr. Spectrum is the painter who learns through experience the virtues of zinc paint.

THEORY OF HUMOR WORKS OUT

"These and other humorous folders," said Mr. Clopper, "are accomplishing for us with the painters what purely reason-why argumentation would never effect. Certain of the folders were more serious and there was serious matter in the booklet. The message we had to deliver was, however, so simple that our chief

work was to get it remembered and considered so that the painter would at last come to try zinc for himself and learn the truth about it. That this has been the effect of the series we have learned by the returns, by the inquiries of our men and by the increased business from the grinders.

"We have been keeping on at this list and gradually raising the percentage of replies. As fast as we get favorable replies we send the painters a suggestive little card for correspondence use which reads: 'We are among the many painters you have read about who use Zinc,' and we offer a large display card for their office to those who write.

"The series of mailing pieces sent out to the list of 8,000 architects naturally was different. Architects, like the members of other technical professions, are somewhat difficult to get a rise out of. But they are human and we figured they could be reached by something a little out of the ordinary. We sent them ten mailing pieces at intervals of two weeks. Each one had its brief message introduced by an amusing and unhackneyed anecdote illustrated in a fanciful way. These are the pictures and stories that have been so widely noticed. They have had a really astonishing reception from the architects. The paper stock, it should be added, was of the best and both envelopes and enclosure calculated to enlist the naturally fastidious interest of the profession."

A MORAL FROM MARK TWAIN

The picture, story and moral are all so much a unity in these mailing pieces that they cannot be reproduced piecemeal without mutilation of the effect, but here is part of one that perhaps suffers least:

Mark Twain was once reproved by his wife for having made a call on a lady in their town without his necktie. So he mailed her the necktie accompanying it with the words:

"This, madam, completes my call."

If you really want zinc used in the paint applied to your work, you must specify zinc at the time you specify the paint and see that the contractor uses zinc when he does the painting.

The Theatre Magazine

is a dominant feature in the advertising world. The editorial appeal is to a wealthy, intelligent and cultured class. That the Theatre class circulation pays advertisers is proven by the volume of gain, according to PRINTERS' INK figures:

October

	Lines
1914	*7,954*
1915	*11,298*

November

1914	*9,660*
1915	*11,300*

December

1914	***10,940***
1915	***20,328***

THE THEATRE MAGAZINE

8 WEST 38th STREET
NEW YORK CITY

The Theatre Magazine never works in "Bits"—it covers the subject from box-office to stage.

You cannot complete your specification after the paint is all on by ordering the contractor to send around a keg of zinc.

Research departments are an old story in many lines, but then there are research departments and research departments. Some are merely a name and others are maintained at great efficiency and at no little expense. PRINTERS' INK has had occasion to refer editorially to the Zinc Company's Research Bureau as one of those which give real service.

The kind of information that house-owners and architects would like to have about zinc paint is naturally as to what kind of paint should be used on given surfaces and how it should be applied. This would include all kinds of considerations of proportions and combination, all kinds of work and climatic conditions.

RESEARCH DEPARTMENT'S EXPERIMENTS

To determine the facts, the Research Bureau of the zinc company has conducted a large number of experiments extending over many years and has arrived at specific formulas for all sorts of jobs in all sorts of places under all sorts of conditions. It is prepared to advise the architect who wishes to figure on a big contract job, and the householder who has only a porch or barn to paint. It knows what should be done on a seaside hotel and also on a public building in the alkali country.

The specifications, printed on a sheaf of legal size which may be bound up with an architect's specifications, are also provided to anyone who wishes it.

The Bureau furthermore directs the attention of every inquirer to the Educational Bureau of the Paint Manufacturers' Association of the United States, which has literature on paint.

Now, as to the results of the two years' campaigning with national, trade, technical, farm paper and mail advertising. No direct returns could be received. But the business has largely increased, very much beyond what was expected for it during the time. In addition, the sentiment among paint manufacturers and painters has greatly improved, now that it is seen that consumer advertising must tend to make work for the painters and grinders. A considerable number of manufacturers are featuring zinc and the zinc company's advertising in their own mail matter going out to painters and dealers. Altogether, the campaign has more than met expectations and it is probable that it will be widened and the advertising increased for the coming year.

Good Argument for Storage Eggs

The Produce Division of the Indianapolis Board of Trade has started an educational campaign on "Ray-Lite" Eggs. The copy tells the housewife she can have her choice of "Ray-Lite" Refrigerator or "Ray-Lite" Fresh Eggs, but there is no reason why she should not use "Refrigerator" eggs for practically every cooking and table use. They are six cents a dozen less.

This advice is followed by the following information about eggs: "Ray-Lite Refrigerator" eggs are selected, stored, handled and inspected in a way that removes the objection to ordinary storage eggs.

"Most eggs are laid in a short period in early spring, but eggs are consumed the whole year. Storage is a necessity. Without it only the rich could buy eggs. The Ray-Lite label guarantees you eggs that have been refrigerated at exactly the right temperature, under ideal conditions of ventilation, humidity, etc. Use them freely for every purpose, except, possibly, boiling and frying. They are just as healthful, just as good as newly laid eggs. Your grocer has them."

A Change of Mind

It's come at last. A serious drama advertises: "In sheer dramatic intensity the third act surpasses any scene in ——." And thereupon it proceeds to mention a popular film in the movies. The burden of proof has been reversed. The motion picture used to be thought presumptuous in its claim to an interest as keen as that of the legitimate; now the spoken play pleads humbly that it is as enthralling as the movies.—*Collier's Weekly.*

Emil Durr Directs Separator Company's Sales

Emil Durr, formerly advertising manager of the Hart-Parr Company, Charles City, Ia., has been elected secretary of the Milwaukee Separator Mfg. Co., Milwaukee, Wis., and will supervise the company's sales and advertising work. A campaign will shortly be launched in agricultural mediums.

Some Wonderful Results

During the last two weeks two large experimental advertising campaigns were successfully tried out in

The Globe AND Commercial Advertiser. EST'D 1797. NEW YORK'S OLDEST NEWSPAPER.

(NEW YORK)

without the use of space in any other mediums. THE GLOBE undertook the responsibility of making good single-handed in both cases.

A NEW FOOD PRODUCT—("Wheat Meats") absolutely unknown to anyone except its manufacturers, through three half page and three quarter page advertisements published in one week, and THE GLOBE'S service back of the advertising, found a sale of 15,600 packages, the first week, and increasing daily.

A REAL ESTATE ENTERPRISE (Wood, Harmon & Co.) submitted a piece of suburban property for the investigation and examination of THE GLOBE, and after its approval by THE GLOBE, spent $800 in advertising in THE GLOBE and sold over $30,000 worth of certified lots in two days. No other advertising was used in connection with the promotion.

Hundreds of similar incidents proving the amazing results THE GLOBE is giving advertisers will be gladly shown to anyone entitled to the information.

Over 1,000,000 lines ahead of 1914

O'MARA & ORMSBEE, Inc.
Special Representatives

CHICAGO
Tribune Bldg.

NEW YORK
Brunswick Bldg.

Ars Artium Servatrix

BY ART WE SERVE. This motto fits us exactly. Our plant equipment enables us to show you that the Printers' Craft is also an ART.

Unlike most printers our staff is stable which means that we have gathered within our ranks good workmen and true; the merit of which is proven by the class of work we deliver.

"CONFOUND THAT PRINTER!"

How often have advertisers thundered that, or a stronger term, when their best copy was spoiled by poor display or bad printing. When the first proofs of that wonderfully designed catalog came to hand, absolutely misinterpreted, cuts placed wrong and composition poor.

You are taking no such chances when you send your printing to us.

Satisfied customers have built our business.

We print booklets, handsome catalogs, magazines in large editions, process color printing with exceptional character and quality.

CHARLES FRANCIS PRESS

TELEPHONE 4090 CHELSEA

30-32 W. THIRTEENTH ST., NEW YORK CITY

Knocking Down the Wall of the President's Private Office

This Advertising Manager Made a Substantial Place for Himself After He Won the Confidence of Executives

By C. C. Casey

A CERTAIN advertising manager in a very large and well-known organization, started at little more than "nothing a week" and gradually worked up, in a few years, to being very nearly the highest-paid man outside his president's office.

When he first took the position, he analyzed the requirements of the work in his own department and balanced his several abilities and his different training against those requirements.

By applying himself to the task, he soon built up his weak places, so that after completing the special reading courses he laid out for himself, he fairly and critically worked out charts which showed him a little better than equal to all requirements.

This process took a year, and while cash profits were shown in the appreciation of the men higher up, he came square up against the problem of whether his opportunity was *there* or elsewhere.

In the process of looking ahead, he very sensibly looked to the very maximum development of his then present position before looking into so-called "green pastures" over the fence.

He found that the company was spending about as much as he could hope to sell them on spending at that time, or in the near future, and that this expenditure could hardly warrant the big salary he hoped ultimately to get.

The "advertising appropriation," however, is not the limit of *advertising expenditure* in any business, and, knowing this, he proceeded to find out what the company was *spending* for advertising.

He put down every different function of the business where any sales, publicity, or prestige-building effort was being exerted. Every one of these functions, from letterheads and monthly statements to the uniformed doorkeeper, was analyzed to see how much was being spent and how efficiently.

He very soon discovered that there was advertising in almost every function of the whole business, and that advertising directly or indirectly affected almost every department, from financing to factory equipment.

The inspection service, for instance, in the factory as well as in the customer's office, was almost wholly advertising, because it was planned to build and hold prestige and therefore to help make sales.

Manufacturing, again, was directly affected by advertising and directly affected advertising in a dozen ways, because everything from the original design of every article to the enamel finish and gold-lettered trade-name on the finished article had to be executed with prestige and *future* sales, as well as *present* sales, very much in mind.

Collection methods, the paying of bills, and even the hiring, training and firing of help in factory, office and selling force, all had a direct bearing on sales, because they all affected good will.

As the analysis proceeded it seemed that even so remote a thing as the "office-boy's lunch" had a prestige-building, therefore an advertising, viewpoint.

THE ALL-EMBRACING DUTIES OF A REAL ADVERTISING MANAGER

So if he was to be manager of the company's advertising, he must really be manager of the company, advertisingly speaking.

His opportunity had grown in a few days from the manager of a limited department and its local functions, to a company executive

whose duties and responsibilities were limited not at all.

Mentally, he turned his "siege guns" of future plans on the walls of his own department and mentally tore them down.

So instead of looking for a department with wider "acreage" and higher walls, he had discovered that what he needed was to expand the little department he already was in and to make it include all the other departments of this business.

As most advertising men readily will see, such expansion was not an over-night proposition. It involved many things, not the least of which was the expansion of himself.

When an executive has acquired the slothful mental habit of thinking of "advertising" as writing flowing sentences, it isn't always easy to convince him that it extends even to financing the business or helping to design a new factory building. Such an executive couldn't "see" that and he couldn't even be talked to on it. Yet, financing, for instance, is almost wholly a matter of confidence (prestige and good will) between the management and the financial world.

And in the same way, the president of a company who looks upon his "advertising manager" as a "literary genius" who "dictates copy to his own fingers," cannot see him as an aid in managing the business.

So the advertising man's plans included many things, the first of which was to prepare himself, in training and information, for each kind of work his "new position" would require, and second, to build up and educate the viewpoint of "the powers that be" on what an advertising manager should be, as well as how thoroughly *he filled* those requirements.

I have known many advertising men who, if they ever suspected such possibilities in such close proximity to their position, would build stone walls around themselves by proving their lack of judgment and ability, while scrambling to prove the opposite.

I know one high-salaried advertising man in a big corporation who handicapped himself just that way by going off at a tangent on dozens of suggestions on executive problems before he was given credit for knowing how to do anything but write word pictures.

Thus he acquired the reputation in the organization of being "erratic." He "knew" too many things which no advertising man could possibly know—from the viewpoint of the men whose "painful duty" it was to *sit on him.*

The trouble, of course, was that he jumped headlong *at* each new opportunity, without stopping to analyze either the opportunity or the state of mind of the men he would have to *sell.* He assumed ignorance on their part—rightly, perhaps—but in the wrong direction. He couldn't distinguish the difference, in the viewpoint of the management, between lack of information on how to *apply* advertising to factory architecture, for instance, and lack of the information that such an application was *possible.*

So when he made suggestions for definite changes in the work of other departments, to add advertising value to their functions, he was automatically turned down because it was, to those other departments and to the company officials, highly ridiculous to think of applying "literary genius" to architecture.

ADVERTISING AS RELATED TO OTHER BRANCHES

But not so with this other advertising man. His plan included a thorough and searching analysis of every phase of every idea before he let any idea get to any other man.

He worked on the basis that the most important qualification of the advertising man is *ability to analyze,* to find and see *to-day* the thing which other men will not suspect until you show it to them.

In other words, his policy was to find out *now,* at least, the things which the other man in each deal has known, or thinks he has known, all the time. With this information in hand he was bet-

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

If you want more than JUST PRINTING give us a chance to talk to you. While there isn't a Print Shop in the land in which better printing is done, we are particularly proud of our ability to supply selling ideas and to give a booklet, catalog, folder or any other piece of advertising literature, an artistic and winning appearance.

Our Book,
"Tapping The Dealer On The Shoulder"
will be sent on request.

THE MOORE PRESS, INC.,
30-38 Ferry St. New York

We are proud of our shop, our organization and our
Typographic Service

We invite your inspection —you can then judge for yourself what we can do.

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

BOOKLETS *and* CATALOGS

Many of America's prominent advertisers and advertising agencies like the George Batten Company, J. Walter Thompson Company, Frank Seaman, Inc., Federal Agency and others, requiring High Class Booklet and Catalog Work use the

Charles Francis Press
Printers of PRINTERS' INK
30 WEST 13th STREET, NEW YORK

MANY of our customers are the large buyers of printing whose patronage is evidence that work and prices are right.

THE KALKHOFF CO.
216 West 18th Street, New York

WE do the type of printing required for the handling of such subjects as

Kodaks Automobiles
Pianos Musical Instruments
Expensive Fabrics Jewelry
Machinery, etc.

READ PRINTING COMPANY
HIRAM SHERWOOD, PRESIDENT
106 SEVENTH AVE., NEW YORK

Ad Composition

Day and Night Service

In response to the requests of a number of our clients, we have established a night force in our composing room. The same diligent care given to ad typography during the day will prevail at night.

A. COLISH, 106 Seventh Ave. New York City

"CROWELL QUALITY"

Let us show you what this means when you have a job of **binding.** We do every kind of cloth, leather and paper work in quantities. Established 1834

THOMAS Y. CROWELL CO.
426-428 West Broadway, New York

Color Plate Engraving and Color Printing

We operate the largest establishment east of Chicago and most modern and complete in the country. **Large edition color printing** is now successfully executed at **much reduced prices,** placing high-grade color illustrations within the reach of all. Direct by Mail advertising rendered more efficient by using our service.

Estimates Cheerfully Furnished

ZEESE-WILKINSON COMPANY
424 - 438 West 33rd Street, New York

The Biggest Issue in Five Years

According to figures compiled by Printers' Ink, the November World's Work (with 28,672 lines) carries more advertising than any issue in four years — since December, 1911.

The same figures show a gain for 1915 over 1914 averaging nearly 2,000 lines per issue.

After 15 months of war and abnormal conditions, The World's Work presents a record of steady growth in advertising, in circulation, in prestige. It is no "war-bride," but rather, as a reader put it, "it's a *he* magazine."

The World's Work

Doubleday, Page & Co.
11 W. 32nd St., New York

ter able to see how much of his idea was new to them.

In this particular big corporation, and the same is true in all even ordinarily large businesses, it was impossible for any man, whether general manager or office manager, to keep in close personal touch with all employees. So even *managing* had to be *conducted by mail,* and therefore even managing was advertising.

NOVEL INVESTIGATION THAT WAS WORTH WHILE

One of his ideas was to use weekly pay envelopes as a "house magazine" to carry good-will-producing thoughts to employees.

To illustrate his plan to get beyond his own department, a few details on his methods of submitting this idea will serve a good purpose in this article:

His first move was to investigate the history of the company's pay envelope, when the envelope was adopted, what different kinds of envelopes had been used, what they had cost and would cost under present conditions, who was responsible for the policy of allowing cheap clothing advertising on the envelopes, whose ideas had molded the company policy in the past and who had made the decisions, and, if those men still were with the company, whether they knew anything about pay-envelope policies in other businesses.

This extensive research was supplemented with a couple of hundred letters to other big corporations asking a dozen or more questions along similar lines.

When all this information was assembled, he was in a position to make a real honest-to-goodness analysis of the possibilities, costs and handicaps of the pay-envelope "magazine."

It is remarkable what can be done in the way of analysis of even so simple a thing as this, by a man who knows how to analyze, to dig to the vital roots of business problems.

When he had finished his analysis, he prepared a concise report and suggestion in which he put his figures and statistics in pictorial form, so that all his data were

interesting and graphic as well as convincing.

Most advertising men will say that a large part of this elaborate analysis and the careful preparation of the recommendation were unnecessary on so simple and obvious a thing as a suggestion to put a weekly "talk" on pay envelopes.

Of course, it was unnecessary. The executives who would say "yes" or "no" on this proposition were men who were too busy to think of such a thing, maybe, but shrewd enough to instantly see the possibilities without argument, once it was suggested to them.

But that would only have been putting over a suggestion to aid the management. It would not have been showing knowledge of the business. It would not have been showing that he was an executive himself, that he knew something about the problems of management, and the problems of labor and of manufacturing. And most important of all, the ten-word-note plan would not have enabled him to show that he knew how to *analyze* and how to get at the real roots of business problems. And that he was the man to *carry out* this recommendation.

It was *not* an *idea* he was passing along. The idea was only a "vehicle" to carry the first big bomb in his campaign to spread his influence to *all* the company's advertising.

That was why he not only worked ou. all the details on the possibilities of using pay-envelopes, but why he also worked out the plan for *doing* it—to the very last detail, even to the writing of the copy for the first twenty weeks of the envelope campaign. It wasn't necessary for the management to ask a single question, nor to turn the plan over to the office manager for him to "look into it."

What the advertising manager wanted was to show, not only that the *idea* was *good,* but that he having worked out every detail was the man to *carry out the plan.*

That it worked out as he had planned, and that it brought him into very close personal touch with the president of the company

Two-for-one value in Suburban Home Advertising, for January only.

An extensive campaign for new subscribers permits The Garden Magazine to offer 55,000 circulation in January. Half of this is excess circulation, for which advertisers will pay nothing. Each copy will go to a suburban home owner, and will stay for months as a manual of garden and grounds subjects.

Always A Little Giant for Mail Order and General Advertising.

Few circulations are made up of larger buyers, and fewer still are as responsive to advertising.

Decorating and Furnishing subjects are covered by James Collier Marshall's Inside the Garden Home department, which includes expert service to readers and shopping facilities.

The Garden Magazine

Doubleday, Page & Co.
11 W. 32nd St., New York

on one very vital phrase of management, proved that he was really *planning* and not merely jumping around in an erratic effort to show that he didn't have enough work to keep him busy.

Having climbed over the "wall" of the advertising department into the president's private office, it was easier to get in on other advertising problems. But in every instance, he made his suggestion the occasion for a very careful investigation and analysis and made that investigation and analysis the basis of his suggestion and of the detail plan for carrying it out.

PROVED HE WAS NOT ERRATIC

It was never his idea to force some other department manager to respect advertising, nor to apply advertising principles second-hand to some other department's problems, but he was laying his plans to *take over* every function of the business in any way related to advertising.

And every suggestion showed not merely that some changes were possible in Department 29, for instance, but that *he* was qualified to *make* those changes and that it was his work. However, to head off any possible feeling of jealousy he never openly asked for a given piece of work, nor openly claimed it as his own. Rather, he showed himself so thoroughly able to handle it, by demonstrating his complete knowledge of the question, that he just naturally was the only man to handle the plan.

In three years his salary had tripled and he was made vice-president in charge of advertising, with his authority extending to every department of the business. He had so thoroughly demonstrated that almost everything done in the business had an advertising angle to it that almost nothing was done until he was consulted and his suggestions added.

One of the things he had found weak in his first analysis of himself was "tact" and respect for all other men's feelings, and this was one of the first qualities he built up. And he built it up solid, for even in his advancement from the management of a second-rate department to vice-president and advertising head of *all* departments, he won and held the good will of the departments whose advertising functions he took over.

This advertising man's opportunity was no greater than the opportunity which *every* advertising man has, except, possibly, that he already had a little position in a *big* corporation. Every advertising man has it in his own hands to train himself and make of himself as much in his own business as this man did in this big business, and, just as this man probably will be president of his business some time, no such advertising man will be limited by the size of any one business.

The advertising man is the one man in the average business whose opportunity is unlimited, and he often is the one man best trained to analyze and assemble the problems coming his way which affect advertising. If he cannot analyze, he has it in his power to learn *how* to analyze—or to stay a small man in a big job, for analysis is the biggest requirement not only in advertising work but in business management.

Everything is possible to the man who *knows* or who *knows how to find out.*

Straus and Ingersoll Give Opposing Views on Stevens Bill

Percy S. Straus, of R. H. Macy & Co., New York, and Wm. H. Ingersoll, of Robert H. Ingersoll & Bro., interpreted the Stevens Bill from their respective view-points before the Retail Merchants' Division of the Providence (R. I.) Chamber of Commerce, November 8. After the set speeches, the meeting was thrown open, and both speakers were asked to explain certain phases of the bill which have been in controversy between the National Retail Dry Goods Association and the Fair Trade League.

Cleanser Advertising in Newspapers

"Climatene," a water softener and household cleanser, made by The Climatene Company, of Canton, Ohio, is being advertised extensively in newspapers. It sells through the grocer at ten cents a package, or three packages for twenty-five cents.

When Heads Agree

"I would be all adrift," said the President, "if I cut loose from about the only real conviction I have preserved through forty years in business—faith that a trade mark protects the buyer.

"To me a trade mark means that a manufacturer has so standardized his processes and materials that he has the confidence to come out in the open and tell all the world that he makes the goods, believes in them, is responsible for them and stands back of them.

"The fact that every sheet of Hammermill Bond is watermarked is all that I want to know about the paper."

"All convictions about trade marks aside," put in the Treasurer, "the fact about Hammermill bond which interests me is that we save about $1,000 a year by using it for all office needs.

"I have seen a good many concerns blow up because of excessive enterprise, but I never heard of one being wrecked by economy.

"I may not add much to the progress of this concern, but my tight-fisted economy has served in several squalls as a pretty useful riding anchor."

"As to that," remarked the Purchasing Agent, "I haven't the reputation of being a very liberal buyer, but I consider one thing to be of even more importance than low price, and that is to be able to get the goods when I want them. What recommends Hammermill Bond to me is that the selling agents carry big stocks of it in all important business centers and an enormous reserve stock is carried at the mill. I never yet had a job held up because the printer couldn't get the paper."

"You all miss the main point," said the Advertising Manager, "which is that Hammermill Bond is a blamed good paper and is made in twelve colors and white and in three finishes—Bond, Ripple and Linen. It is adapted to all of our needs so we are able to standardize on one quality of paper, which means a lot in an advertising department. If you want results in printed matter you must have quality in the paper."

Let us send you a big Hammermill Bond Portfolio. It will help you a lot in buying printing.

Hammermill Paper Co.

Erie, Pa.

Use Hammermill Safety Paper for Checks

HAMMERMILL BOND

"THE UTILITY BUSINESS PAPER"

I Know Merchants

I have worked with them, lived with them, studied them. I know how they think, what they want, and how they buy. I know the "Abe and Mawruss" as well as the John Wanamaker.

I Know Merchandise

My experience includes first-hand selling knowledge of many lines commonly handled by the department store and dry goods trade. This has been rounded out by a year in the advertising department of one of the largest magazine publishing houses. Much of this time was devoted to trade investigation.

I Know Merchandising

I have managed salesmen, handled branch offices, directed publicity work. I have placed window displays with thousands of stores. I know what really can be expected of advertising as a sales force, and how to secure maximum value from every dollar invested.

My present business connection is too restricted. I want to change. I have no one dependent upon me, and, therefore, would be able to consider a comparatively small present provided it offered a big future.

Some organization will find me a profitable investment. Is it yours?

"Merchandise," Box 358, care of Printers' Ink

The Valuable Work a "Good Will" Man Can Do

Instances Showing What He Can Do That a Salesman Cannot Do as Well

By James A. McClelland

TEN years ago a young man resigned his position as a clerk in a small department store in a prosperous Iowa town and opened up a variety store. For seven years he experienced the usual ups and downs of the young retailer, but prosperity descended upon him, and with it came a certain carelessness in merchandising methods. He neglected at times to clear out slow-selling lines. He overstocked and carried other lines that were not staple. His display methods grew stale and his selling methods lost their pulling power.

At first he felt no handicap from the stored-up, inactive capital which accumulated. Business was healthy in other lines and the momentum carried him over.

Then came the chain store to compete. A big five- and ten-cent store, backed by millions of liquid capital and directed by the skilled brains of a brilliant organization, opened three doors away. In three months the business in the variety store took a slump that stunned its easy-going proprietor and even set the wheels of inquiry buzzing in the credit department of a big wholesale house 300 miles away in Chicago.

This wholesale establishment had a paternal interest in the variety store. It had fathered the little fellow in its early infancy. In recent years it had shared the variety store's business with other competitors, but the account had always been a healthy one, prompt in payment and totaling to a sizeable sum annually. The advent of the chain store was soon evidenced, however, by an overdue account, returned drafts and a dismal shrinkage in orders.

This wholesale house employs no salesmen. It sells by catalogue direct through the mail. It caters to the small variety store with thousands of specialties and staple lines sold at close prices. What it lacks in the personal point of contact, provided by a lively sales force, it makes up in other ways. One of these is its corps of "Good Will" men—a selected force of trained specialists who know the variety-store business from toothpicks to piece-goods. Each of these men has his own particular territory in which he visits the firm's customers at varying intervals, not for the purpose of selling goods, but for the sole purpose of studying the individual store's problems and helping each merchant build up his business on a sound, successful basis.

The trouble in the Iowa variety store was not unexpected news to the Good Will expert in charge of that territory. He had frequently advised the merchant to rectify his methods, but these warnings had largely gone unheeded. An overnight journey brought him to a merchant dazed by the sudden loss of business and threatened loss of prestige and credit, and who was only too willing to accept expert help and suggestions. It was significant, however, that the variety merchant was himself unable to suggest practical ways and means to combat his dangerous competitors.

LOOKS AT PROPOSITION IN ITS TRUE PERSPECTIVE

A stock inventory initiated by the Good Will man soon revealed quantities of practically "dead" stock. Among other things several dozen antiquated lamp chimneys were unearthed. Since they had been purchased the town had almost wholly turned to the use of gas and electricity. Evidently no effort had been made to clear them out at the proper time. A considerable stock of candles showed similar carelessness.

"The Evolution of Business Stationery"

A small booklet giving a new view-point on the Letter-head question. That it is also an advertisement of our Corporation Bond makes it none the less interesting

It's worth reading and It's Free

SEND FOR IT NOW

TRADE MARK

J. E. Linde Paper Co.

88 Beekman Street
NEW YORK

Quantities of other dead lines, governed by long-past fashionable tendencies, were discovered. The list was long and disheartening. The merchant was at first opposed to the ruthless disposal methods proposed by the Good Will man, but eventually the unsalable stock was either sold, destroyed, or given away and only the new, quick-selling stock remained.

Then an entire re-arrangement of the store equipment was started under the Good Will man's direction. Here natural skill, matured by wide experience, worked wonders. Counters were re-grouped, shelving re-arranged and a liberal supply of paint and varnish gave new atmosphere to the store. New fixtures were wired for and installed, and effective display methods adapted, backed by a definite system, which left nothing to chance in making them part of the store's daily routine.

In less than ten days the Good Will man had transformed an antiquated institution, which had almost succumbed to the chain store's first blow, into an energetic competitor which has grown faster under two years' competition than it did in the previous three years with the field to itself. And to the Good Will man's methods the wholesale house gives credit for one of the largest and safest accounts on its books.

The Good Will man has now a place in many lines of business, although his advent is of very recent date. Three years ago the John Hartlepool Company, of London, England, sent to this country a suave, diplomatic representative of pleasing appearance and charming personality. This gentleman had no samples of the building specialties made by his employers. That he knew the nature and use of each word goes without saying. He confined his operations, however, to the more social side of the business. He entertained the firm's customers, discussed building problems in a practical way and soon earned an enviable reputation as a helpful travelling compendium of useful knowledge. Incidentally, he accepted no orders and spent more

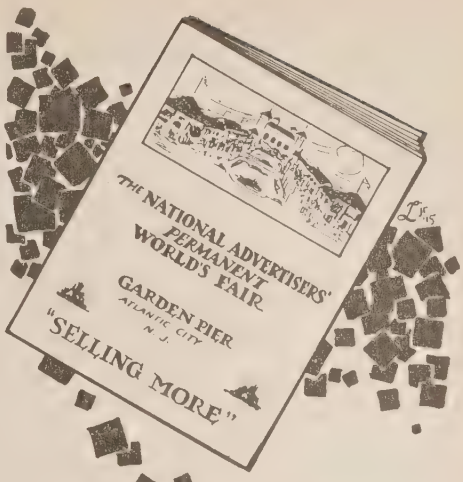
time with architects who could specify his firm's goods than with those who actually used them. The net result after three years' work has been the creation of a trade-wide feeling of good will and respect for what would otherwise have been a small specialty line of unknown value and no popularity.

The same idea has been since adopted by most of the big steel companies who fabricate structural steel material of all forms. The United States Steel Corporation pioneered the way with a corps of special emissaries to architects, big construction companies and builders. The independent companies quickly followed, and many of the large paint, cement, roofing and brick manufacturers have adapted the idea in various forms.

SELLS THE HOUSE TO RETAILER

In dealing with retailers the Good Will man has a special value that few manufacturers have as yet realized to the full. In no sense does he compete with the salesmen. Rather he paves the way for easy selling—*by selling the House and it's Policy to the merchant and leaving the salesman to sell the goods.* His greatest asset is that he does not enter the scene looking for orders, but comes rather as a helpful builder of business who temporarily and without charge places himself at the merchant's disposal. Even the most popular salesmen find it necessary to force sales to achieve increases. Dozens of salesmen thus competing create for themselves and each other a continuous front of opposition on the part of department heads which often blocks the exchange of useful ideas. The Good Will man gets past this opposition by the simple expedient of having nothing to sell.

The H. W. Gossard Company, of Chicago, embarked on a campaign of education to dealers two years ago with the object of improving conditions in corset departments, teaching proper methods of fitting corsets and improvement in sales-work by retail saleswomen. Various means were



this book is on the press—

—reserve a copy by writing today to suite 1001-07 286 Fifth Ave—

it is loaned to the executives of manufacturers of Standard American Products who believe in "America First" and in building and keeping *new* markets.

PIER REALTY & HOLDING CO.
925 N 3RD. Street PHILA.

over $2000000 capital back of this idea

provided by which these ideas could be given expression in a simple practical way. One was a moving-picture film which was largely a demonstration of scientific corset-fitting. Another was a series of ready-made plans for staging a style show in a retail store. Still another involved the establishment of a school for training corsetières in fitting, selling and advertising corsets.

The Gossard sales force was carefully schooled for these purposes in the best-known methods of promotional work, but when faced with the problem of convincing a dealer that he should rent a theatre, issue tickets and stage a Gossard moving-picture show at his own expense the percentage of results was small. It was the same with the other ideas.

GOOD WILL MAN STRENGTHENS THE SALES FORCE

Then Frank H. Fehlman, the Gossard advertising manager, adopted the Good Will man idea and went out into the field himself in that capacity. The difference in the dealers' attitude and in the results was astonishing. He was soon followed by a second Gossard Good Will man and all the dealers in large cities were visited in turn. This work broke the ice and enabled the sales force to put the Gossard plans into effect in smaller towns.

Hart, Schaffner & Marx, the Chicago clothing house, have an expert Good Will man who fills a very important field. He is an expert in the retail selling of men's clothes. Practical experience has given him a certain prestige in this work which wins a ready reception for his suggestions and plans for the firm's customers. His work has a special value as the Hart, Schaffner & Marx line is mostly confined to one store in each town, and thus it becomes necessary for this Good Will man to develop each retailer into as efficient a sales factor as possible. Many of these retailers first have to be educated away from the old idea of carrying a stock of many lines at various prices and taught the advantages of specialization and concentration on one line at a fixed range of prices. Here again the salesman, whose advice as to qualities and prices would be readily accepted, invariably meets with the prejudiced idea that he would be expecting too much of a retailer in suggesting the handling of his line to the exclusion of all others. The Good Will builder, on the other hand, appearing as a sincere, merchandising specialist of broad experience and assured success meets no such prejudice, and by sheer tact and the clever use of his opportunities achieves results that would seldom, if ever, be realized.

The future of the Good Will man is assured. He would be more generally known and understood if necessity did not demand that his work in individual cases should be kept a secret between himself and the merchant. Frequently some important executive is the ideal choice for the purpose, but usually it has been found best to select a man who has more of the customer's viewpoint, combined with sound analytical ability and none too technical a knowledge of the goods, prices or discounts. Where the goods are sold through retailers the Good Will man must be an expert on retail sales-building and every angle of store service, selling, advertising and management. He may have to be put through a special course of training for the work, but when he arrives he proves his worth.

Standard Oil's Competitive Copy in California

The Standard Oil Company of California has based an advertising campaign in that State upon the recent disastrous fire which swept the town of Ardmore, Okla., and which originated, it is claimed, from an explosion in a railway tank car filled with gasoline made by compressing natural gas. The Standard Oil Company markets a product known as "Red Crown" gasoline, a straight-run refinery product.

A 56-inch advertisement reproduced a letter from the vice-president to the president of the company, commenting on the dangerous character of compressor gasoline, and recounting the history of the company's experiments with this product. Some time ago a plant was erected to test this type of gasoline, but on the conclusion that it was dangerous the experiment was abandoned.

Wanted

A Strong Man

ONE of the largest producers of low priced motor cars desires the services of an advertising executive. Must be a strong man, capable not only of writing forceful selling copy, but also to co-operate with the sales department in promotion and sales work. None but men who have demonstrated fitness for big work and can show proof of its successful accomplishment will be considered. Salary conditions are secondary to the company. All communications will be considered confidential.

Here is a real opportunity for the right man.

Address:

"MOTORCAR MAKER"
Box 357, Care Printers' Ink

Easy-chair Theorizing—No!

THE city editor of a daily newspaper conceives an idea for a story, gives out his assignment, and has the story written—all in one day.

The average interval between the origin of a PRINTERS' INK story and its publication is a matter of weeks rather than hours.

Today we receive through the mails a catalogue from an advertiser. We ask him a question or two. His reply suggests more questions and presently a half dozen interesting points have been raised.

The advertiser mentions sources of fuller information—his agent, a particularly responsive dealer, a thorough-going jobber. A staff man follows up these leads, uses his own acquaintances with trade papers, buyers, dealers and

jobbers to verify every detail. The experience of others in our office with similar or parallel stories is utilized.

Then comes the actual writing. With all the facts at hand conclusions are formed—but these, too, must be checked up. Easy-chair theorizing has no place in a PRINTERS' INK story.

From first to last the story has consumed a fortnight, a month, perhaps a year, in preparation. It has turned up a dozen other leads; has brought us close to new sources of information. It has been checked for accuracy throughout its growth, and from the time the first germ of a story was discovered in the advertiser's catalogue to the appearance of the article the dominating question has been, "What is there here to *help* manufacturers who are now advertising or who *might* be advertising?"

PRINTERS' INK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $60; half page, $30; quarter page, $15; one inch, $4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 18, 1915

Building Faith in Advertising

One of the advertising clubs, a short time ago, had up for discussion the question as to the source of the greatest amount of waste in advertising. Such things were mentioned as lack of co-operation between sales and advertising policies, unscientific methods of determining appropriations, and the like; but an agency man hit the nail squarely on the head when he declared that the greatest source of waste was the lack of faith in and understanding of advertising as a business force. Far too much time, he said, and too much effort is spent by advertising men in the endeavor to give their principals a fair comprehension of advertising as it really is. In many organizations the time thus spent is fully equal to that which can be charged up to productive work.

We are inclined to think that the agency man was right. The old, old notion that advertising consists merely in the production of copy and pictures survives in many quarters. It is hard to convince some business men that an advertising or sales policy requires as hard thinking and as careful handling as a manufacturing process or a financial operation. The man who would not change his shop routine except upon the weightiest reasons will sometimes alter his advertising policy over night on the strength of a clever solicitation. He would not think of adding a new product to his line without discovering whether or not it infringed some patent, or without comparing it with other products in the field, or figuring on the necessity of new machinery to produce it: yet he may inaugurate an advertising campaign without ever considering that it involves questions of trade-mark rights, dealer and jobber co-operation, price-maintenance, the education of salesmen, the careful comparison of methods used by others, and even, in many instances, unfair competition and the anti-trust laws. That an advertising decision frequently involves the consideration of all those factors is a conception to which the business world still needs to be educated, and the work of education is as much a part of the advertising man's task as the writing of copy or the purchase of printing.

Now, we on the editorial side of PRINTERS' INK, are continually facing the same problem. We are endeavoring week by week to present a true picture of advertising as it really is. With more than 12,000 circulation, PRINTERS' INK is doing part of the work which otherwise would all have to be done by the advertising agent or the advertising manager. The man who reads PRINTERS' INK regularly is not so likely to be confused by a brilliant solicitation backed by a superficially clever line of copy or to wave his agent aside when the latter refers to the necessity for an investigation of dealer sentiment. He is not likely to be quite so sure that his business is "different"—so "different" that, if he happens to be in the hay and grain business, he will refuse to consider the standing or the experience of an agent who has not actually handled a hay

and grain account. In brief, he will probably appreciate the fact that a successful advertising campaign cannot be drawn from a conjuror's hat and that a merchandising policy is not to be tampered with any more readily than a manufacturing process. We know of several important advertising agents who make a special effort to get their clients to read PRINTERS' INK regularly for that very purpose. There is no use, they believe, in duplicating the work which PRINTERS' INK is already doing, and the less time spent in educating clients up to modern standards, the more time can be given to efforts which will actually count in the making of sales.

Advertising in all its broad ramifications is not to be grasped in a moment. That which to-day seems to be entirely outside the advertising man's province may become of vital importance to-morrow. The work of education is never done nor is it likely to be completed in our generation at least. The most that we can do, as believers in advertising, is to seize every opportunity to increase the understanding of sound advertising principles. Having done that, faith in advertising will take care of itself.

Jewelers Getting into Bad Company

The gentlemen connected with the jewelry trade who are back of the campaign to secure publicity for "The First Principles in the Wearing of Jewelry" are somewhat incensed at the action of the American Newspaper Publishers' Association in classifying their propaganda as press-agentry. It is nothing of the sort, they declare: it is a great constructive and educational work, designed to benefit the trade as a whole. Further than that, it is directly in the public interest, because it gives valuable information concerning a subject which has hitherto been neglected. Jewelry is an important item in the wardrobe of the well-dressed man or woman, and authentic information concerning it is a real contribution to general knowledge.

Now, PRINTERS' INK has not the slightest desire to question the motives of the jewelry people or to discount their sincerity. But they ought to realize, we think, that the same argument has been advanced in justification of dozens of campaigns which were nothing but rank attempts to secure space without paying for it. It has been advanced so often that it has utterly lost whatever force it may once have had—and it never had very much. It is perfectly obvious to even the most guileless publisher that the ultimate purpose of the campaign is to sell more jewelry at a profit. And that fact puts it into the press-agent class irrespective of lofty motives and sterling sincerity.

There is such a thing as giving an advertising dog a bad name, and the advertiser who travels in bad company cannot expect credit for good morals. The jewelers have gotten into bad company and must share the general reputation. It may be unjust in their particular case, but it will stick just the same. We would like to see the jewelers' campaign removed from the company of press agents before it is too late.

Growth of the Co-operative Idea

W. H. Bowker, chairman of the American Agricultural Chemical Company, and one of the oldest fertilizer men in the business, is strongly recommending a campaign of education in the use of commercial fertilizers, rather than the advertising of the merits of particular brands. It seems that the work of the commercial fertilizer people is being hindered here and there, by interests which have succeeded in scaring the farmers by representing that commercial fertilizers are "stimulants," rather than plant foods. It is peculiarly a problem of the industry as a whole, for the farmer who is converted to the opposing theory is out of the market for commercial fertilizers, no matter what brand they may carry. Mr. Bowker wants the scientific facts about commercial fertilizers spread upon the record, and urges manufactur-

ers to join hands in the effort to get those facts into the minds of consumers.

Further than that, Mr. Bowker would have the industry adopt standard directions for the application of the product.

"To that end," he says, "if permissible under State laws, I would wire to each sack a tag giving explicit directions. We must not be selfish in this matter, for we must remember, that if a farmer fails in the use of a competitor's brand, it indirectly hurts the sale of our own brand. Common directions will help individual manufacturers as well as the industry as a whole. This is a kind of co-operation in which the industry should engage."

In last week's issue was published a list of the more important articles on co-operative advertising campaigns, which have appeared in PRINTERS' INK during the past five years. From a study of that list it is readily apparent that the idea of using the power of advertising to promote the welfare of whole groups of producers is rapidly growing. The accession of so important an industry as that represented by Mr. Bowker is further proof of the inherent soundness of the co-operative idea.

An Index of General Prosperity

Better than the rosiest reports of prosperity from any one group of industries is the following record of equipment purchases which we reprint from the *Railway Age Gazette*. As an index to general business conditions it speaks for itself, for it really reflects a widespread tendency, and is not merely the result of boom conditions in certain industries or in certain sections of the country.

"The Equipment and Supplies column in the general news department of the *Railway Age Gazette*," we read, "is once more beginning to look like 'good old times.' In the issue of October 22 the column reported orders for no less than 90 locomotives, 6,800 freight cars and 74,500 tons of rails, making the third week in October the best thus far this year, with the exception of the third week in May, when the Pennsylvania placed its order for 50 engines and 16,145 cars. But in the issue of October 29 the record of the week before was shaded into insignificance. There were reported orders for 177 locomotives, 12,889 cars (counting only the orders since confirmed) and 40,000 tons of rails, omitting the Pennsylvania's order for 175,000 tons of rails, which came to our attention but a few hours after the paper had gone to press. It is interesting to observe that the orders for new locomotives reported in these two issues of the paper had a total value of approximately $8,000,000; for passenger cars, $240,000; for freight cars, nearly $20,000,000, and for rails (including the Pennsylvania's order), $8,000,000; a total of $36,000,000 in contracts for rails and new equipment awarded by the railways of this country in a short space of but two weeks. Records kept by this paper show that the orders for locomotives, for domestic service only, this year to October 29 totaled 1,005, as compared with 848 reported to the end of October, 1914; that the domestic orders for freight cars totaled 71,398, as compared with 67,820 up to October 30 last year, and what is most important, that for the first time in 1915 orders for locomotives and freight cars passed those of 1914 for a like number of weeks."

Now, as everybody knows, the railroads of this country are not themselves unduly prosperous, and are hardly likely to be buying $36,000,000 worth of equipment unless the traffic it must serve is actually in sight. Furthermore, railway maintenance expenses have been pared to the bone, and any increase is doubly significant on that account. It means that the increased traffic is really at hand—not merely promised—and an increase in traffic means an increase in business over a wide area and in a multitude of various lines.

Frank L. Crafft, of the Chicago *Daily News* and previously connected with the Chicago *Examiner*, has been appointed advertising director of the St. Louis *Star*.

Getting and Holding

Advertisers advertise to get business. To hold the business their product must have merit. No amount of advertising will hold business if the goods fail to please.

LIFE advertises to get business and in its 33rd year is enjoying the largest business in its ancient career.

LIFE gets and *holds* business, the real proof of real merit.

LIFE's next advertisement in Printers' Ink will be entitled "Necessary Mediums."

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

I Know the Hardware Business Thoroughly

For ten years I was connected with the Simmons Hardware Company—from shipping-room to sales force. For five years past I have been with a large Eastern hardware factory. I have made a study of merchandising problems and methods, and I am positive that my knowledge of these things is surpassed by few men in this country.

I have a conviction that I can make myself of great service to a progressive advertising agency that feels the need of a man who can not only sell space, but who can advise clients on their problems of sales and distribution. I know hardware manufacturers that could be induced to advertise in a big way if an agency could help them with their merchandising problems as well as their advertising problems.

The purpose of this advertisement is to get in touch with an agency that can utilize my services. I know the selling game. I know advertising. Let me show you how I can use my knowledge and experience to make money for you and for myself. Address "Hardware," Box 359, care Printers' Ink.

An organized force or a few stragglers?

Which do you depend on to cover the Pacific Slope?

Are your goods given indifferent mention by an occasional salesman? Or are they presented by trained salesmen covering the territory regularly and giving careful attention to your particular line, fully conversant with its selling features, your history, your policies and your advertising?

Our organization can help more manufacturers.

"EBERHARD SERVICE"

The Geo. F. Eberhard Company

SAN FRANCISCO

LOS ANGELES SEATTLE

Who Will Choose the Articles of Lasting Interest?

LAVORIS CHEMICAL COMPANY
MINNEAPOLIS, MINN., Nov. 3, 1915.

Editor of PRINTERS' INK:

The Gundlach article in the last issue of PRINTERS' INK was splendid. I wish it were possible to have more articles of this nature.

I think the majority of readers of PRINTERS' INK will tell you that the contents of the magazine are decidedly valuable. There is but one reason why there are not more bound volumes in existence—that is bulk. It has always seemed to me to be regrettable that there is not some way in which the good articles could be preserved and I have often wondered why the "meat" of an issue could not be placed in the center section of the magazine, with the advertising, articles of passing interest, personal comments, etc., in the front and back pages. This would give a subscriber the opportunity of removing and saving the valuable part of the copy and destroying the other. I cannot see that it would weaken the value of your advertising pages for the reason that 99 per cent of your subscribers are advertising men who have sufficient curiosity to want to know what is on every page of an issue.

I am well aware that the man on the outside likes to tell the other fellow how to run his business. Some years ago I wrote you regarding the indexing of the contents and I judge that others must have made a similar request as PRINTERS' INK has been indexed for the last three or four years. If the plan I have outlined above is practical from the make-up man's viewpoint, a straw vote from a reasonable number of your subscribers will tell you whether the average reader would appreciate the change.

G. W. NEILSON,
Ass't. Sec'y & Treas.

Building Up a Dealers' Mailing-List of Dealers

A novel method of building up a mailing-list was used recently by the Lord & Burnham Company, builder of greenhouses, when it was advertised in the trade journals that on a special mail-order an offer was being made of free sash, in addition to a low price on the goods. It was explained that the free sash would be given only to those who ordered on the yellow slip which was sent out to those on the mailing-list. Those who were not on the list were urged to send in their names, so as to be sure of being eligible for the extra goods. A coupon was provided on the page, and the returns were said to be very satisfactory.

Wm. L. Schwartz Goes in Business for Himself

William L. Schwartz, recently circulation manager of *Puck*, has joined with Mitchell J. Levin in forming a periodical publicity service and magazine agency in New York.

Newspaper Training Valuable in Writing Headlines

THE CUTAWAY HARROW COMPANY
HIGGANUM, CONN., Nov. 2, 1915.

Editor of PRINTERS' INK:

In your latest issue the article by Mr. Gundlach, treating of headlines in advertising, attracted my interest.

With much of what Mr. Gundlach has to say, I am in most hearty accord. Yet I believe that he overemphasizes the *un*-importance of the headline to a great degree.

Possibly he used exaggeration in order to secure emphasis, yet I venture to assert that the great majority of successful writers of advertisements will agree with me that the headline is important. Not that it should tell the story—but it should attract the reader's interest in a *conclusive* way.

"Yea Bo!" as a headline would attract attention. But when every advertiser began to use *Yea Bo!* as a headline, there would be reason to the argument that advertising is an expense instead of an asset.

The trick is to make the headline have a peculiar connection with your goods and your ad.

It simmers down to what has always been my firm conviction—that the best advertisement writer is the man who, other things being equal, has a year or two of reporting under a good news editor to his credit.

EVERETT R. SMITH,
Sales and Advertising Manager.

Ferry Remains President of Ferry-Hanly-Schott Co.

Wallace J. Ferry, whose appointment as advertising manager of the Southern Pine Association has been announced, will continue to hold the office of president of the Ferry-Hanly-Schott Advertising Company, of Kansas City, Mo. The advertising of the Southern Pine Association is handled by Ferry-Hanly-Schott and the title of advertising manager was given Mr. Ferry when Mr. Schott left the company to become director of publicity for Montgomery Ward & Co., Chicago.

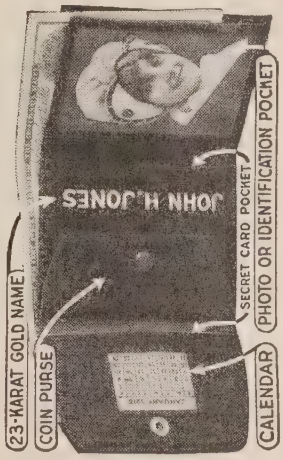
Chicago Furniture Makers to Push the City

Chicago furniture manufacturers, who say that Chicago and not Grand Rapids is the furniture center of the country, are planning, in co-operation with the Association of Commerce of Chicago, to push the city as a furniture market. The work will be done through the Chicago Furniture Manufacturers' Association.

Bakery's Newspaper Series

The Geo. H. Strietman's Sons Company, Cincinnati, Ohio, is using large space in the Cincinnati newspapers to promote the sale on Strietman's cakes, crackers and cookies. The advertisements are appearing under the general title of "Strietman's Pure Food Laws."

50c Postpaid
Satisfaction Guaranteed
Fits any Pocket
For Ladies & Gentlemen
Copyright U S L G CO 1915



200,000 "American Bankrolls" the 1916 **MODEL**—ready for your **Christmas Gift-buying**. Combination **Billfold, Coinpurse, Photo & Cardcase** of **Finest, Genuine Black Seal Grain Leather** with the show and elegance of a **Dollar Article** for only **50c** postpaid ($5.40 per dozen). Any name beautifully engraved in **23-Karat Genuine Gold FREE**. Iron-strong, yet wonderfully limp and flexible. Closes with glove fastener to size 3x3 1-2 inches. Has secret billpocket, coinpurse, transparent photo or identification pocket and calendar, besides 2 hidden card pockets. Packed in handsome **giftbox** with Christmas card and tinsel cord ready for the **TREE**. If unable to get money order or bank-draft, send postage stamps. 10th annual catalog of high grade **GUARANTEED LEATHER GOODS** and **NOVELTIES** free with orders for **"Bankroll,"** or sent alone for 5c postage.

U. S. LEATHER GOODS CO.! Dept. 17, Ravenswood, CHICAGO
Established 1906. Incorporated 1910

$35.00 per 100

f. o. b. Chicago is our price to **Business Houses,** using these popular pocket books for Christmas.

Each one has an individual **Gold Name** and comes in fine presentation box as described above.

Kindly order your Christmas supply early—or wire us reservation—cancellations were plentiful last year close to the Holidays. We could not meet the demand for this popular item.

U. S. LEATHER GOODS CO.
Dept. 17, Ravenswood, CHICAGO
Established 1906. Incorporated 1910

The Little Schoolmaster's Classroom

THE Schoolmaster was listening to a rapid-fire talk on mental development and scientific salesmanship—one of those inspirational, entertaining and somewhat instructive addresses in which the secret of human success and the code of successful salesmanship are reduced to a few principles and charts that are sketched on a blackboard while the speaker talks. "One-fourth is in what you say—three-fourths in how you say it," declared the speaker, and the Schoolmaster mused over the question of whether this was really a scientific statement. The exponent of scientific salesmanship then told how on one occasion he had his prospective purchaser—a seasoned business man—actually in tears through the power of "appeal to the heart." Finally, after putting much emphasis on the value of accurate analysis, the speaker asserted that "we are only ten per cent efficient mentally." It is not likely that there are many people in this world who have a right to believe that they are 100 per cent mentally efficient or even close to that, but there is probably as great a difference in mental efficiency as in physical efficiency, and it is rather loose reasoning to class all men together as "we" and put down one percentage for all. Furthermore, it would be interesting to know what method of analysis can be applied to determine whether one's mental efficiency is 20 per cent, 40 per cent or 60 per cent. A speaker's argument for accurate analysis is sure to fall to the ground when his own statements will not stand analysis.

* * *

"Dr. Osler on Tuberculosis," is the headline of an advertisement that probably does quote exactly what Dr. Osler had to say about one phase of pulmonary disease. By careful wording, the inference is built up that the preparation advertised meets a condition named by the eminent physician in connection with the treatment of tuberculosis. Actually, the advertisement does not set up the claim that the patent remedy is a positive cure for tuberculosis, but its indirect claims are probably more appealing to victims of the Great White Plague than a bold, direct claim would be. The continuance of that kind of copy indicates that the ever-hopeful consumptives send on their dollars. And there seem to be hundreds of publishers who froth over the death of a few people on the torpedoed liners but see nothing wrong in aiding in the deception and the earlier death of invalids who suffer the misfortune of being readers of their publications. If there is anything more cruel and outrageous than consumption-cure advertising, the Schoolmaster has yet to hear of it. If the bald facts were not before us, it would be hard to believe that any publisher or advertising man would want to pay for his cigars or his golf privileges with dollars wrung from that source. How long, O Lord, how long?

* * *

An independent copy-writer whose solicitations contain an inference that the prospect's present copy is not effective receives some replies that show irritation. The usual response is something like this: "We think we know a little something about advertising but if we are all wrong, just write us better advertisements than those we are using and we will consider doing business."

The copy man is diplomatic and replies in about this manner:

"I didn't say that your advertising was altogether bad Read my letter again and see if I did. I made the point that a page of space costs you just as much whether the copy you put in it is 50 per cent. 75 per cent, or 90 per cent strong.

"I intimated that your copy could be improved, if more time and work were put on it, which I think you, on second thought, will readily agree to.

"I'll tell you a little secret. I

don't solicit the work of people whose copy is very poor. Those advertisers—if we can call them such—are not far enough along on the road of progress to understand what I am driving at. It would take too much time to make them see the light.

"But you know the value of good copy. You are advertising aggressively. But I imagine that considerable of your copy has to go out in a hurry just because there is no one in your employ whose sole job is to make your pages, half-pages and other spaces as full of selling power as possible. Am I not right?

"Now, as to your invitation to send on a few better advertise-

This Is a Promise

Sure as shooting we must soon raise the advertising rates of GOOD HEALTH. This seems a sad state of affairs but it is created by the fact that our circulation is literally and actually "on the jump." Each incoming mail brings us more subscriptions and the daily weight has got to be such that the letter carrier has "a mad on" most of the time. I know you know how badly this makes me feel and, because I appreciate your sympathy, I am going to tell you confidentially that, for a brief period, we shall accept orders, *and contracts for one year* on the basis of the present rate card. If you have mislaid yours, write for another at once. It is a beauty, and I shall like to have you frame it and hang it up in your office where you can see it every time you look up from your desk. Will you do this? If so, write me at once.

J. Dwight Brewer, Advertising Manager, GOOD HEALTH
1811 West Main Street Battle Creek, Mich.

CAST IN TYPE METAL

TRADE ADCUTS MARK

CUT DEEP AND SHARP

You can have your trade-marks and advertising devices reproduced in type metal by our Adcut Process at nominal cost.

Adcuts are type-high and deep cut. They are cast on uniform bodies, and consequently give better service than electrotypes.

Many of the biggest advertisers in the country are using Adcuts.

For any design possible to reproduce satisfactorily the price begins $8.50 per hundred, and increases according to size. Send for circular showing many designs that have been made by the Adcut Process.

ADCUT DEPARTMENT

American Type Founders Company

300 Communipaw Avenue, Jersey City, N. J.

"GIBBONS Knows CANADA"

Probably no other national periodical of any character reaches a clientele with so high an average purchasing efficiency as

THE BREEDER'S GAZETTE

Established 1881 "The Farmer's Greatest Paper" $1.00 per Year
Sanders Publishing Co., 542 South Dearborn St.
CHICAGO, U.S.A.

Member Audit Bureau of Circulations

GEORGE W. HERBERT, Inc.
Western Representative
600 Advertising Bldg.,
CHICAGO, ILL.

WALLACE C. RICHARDSON, Inc
Eastern Representative
41 Park Row,
NEW YORK CITY

Pat. Applied For

CLIMAX
PAPER CLIPS
SAFE and SAVING

Clip your Clip Bill in Half by ordering in quantities direct from the Factory. Save in-between profits and loss on "hand-to-mouth" orders.

Packed 1,000 to the Box
1,000 Postpaid on receipt of 25 cents
6,000 Postpaid on receipt of one dollar

Packed 10,000 to the Box
f.o.b. Buffalo

10,000	11c	per 1,000
50,000	8c	per 1,000
100,000	6½c	per 1,000
500,000	6c	per 1,000

Send all orders direct to

Buffalo Automatic Mfg. Company
457 Washington Street Buffalo, N. Y.

ments. I thank you for the compliment, but I can't write the kind of copy that I believe in with nothing to work on. I'd have to spend considerable time studying your business and your objects before I could send you what I think should go in your space.

"I am sending you proofs of advertisements I have written for a few other firms, together with some data that may interest you.

"The question is, Are you willing to have assistance from me, provided I can show that I can give you better copy than you are now using?"

* * *

A large newspaper had received its first copy from an industrial manufacturer—a 30-inch advertisement. This advertisement was placed in more-than-fair position, but on the same page with it appeared the announcement of a famous astrologer of Europe whom the great war has not hindered from offering, for the small sum of ten cents, to reveal the past history of readers of the paper, their strong and weak points, the principal events of the future, etc. Strange to say, the manufacturer who was just breaking into newspaper advertising, did not appreciate being on the same page with the famous European pastseer and future reader. He meekly asked the publisher if it was the practice of the paper to run the announcements of astrologers, clairvoyants and the like on the

PAUL BROWN
COMMERCIAL ARTIST
61 WASHINGTON AVE.,
GARDEN CITY, L.I.
N.Y. PHONE 6120 RIVERSIDE.

Premium Specialties

International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c

S. BLAKE WILLSDEN
Heyworth Bldg. Chicago

same page with the declarations of reputable manufacturers. "Understand," said he, "I am not trying to tell you how to run your paper. I grant you the same liberty that I shall exercise in running my advertising. I just want to know your ideas and would be especially interested in learning whether you regard astrology copy as likely to aid me in getting my statements believed."

It was all a mistake, declared the advertising manager for the publication. He was away on a vacation, and the offensive advertisement slipped in. To which the advertising manufacturer replied that he thought it spoke rather poorly for the organization of the paper if one's man vacation could let down the bars to advertising that otherwise would be excluded. There the correspondence ended, but one may guess that something worth while for the cause of better advertising happened in the inside office of the newspaper.

* * *

"Why," asks an advertising agency man, "do so many advertisers—particularly publishers—print on the outside of their circulars such a good hint of what the circulars are about that we can throw about half the stuff that comes along right into the waste-basket without bothering to open it?" There's something in this. Curiosity impels us to look into many things that we wouldn't

Never a Better Opportunity
A high-grade man with extensive experience with Advertising Agencies, Newspapers, and Trade Journals, such as Autos, Dry Goods, Drugs, Farm papers and large Dailies, would like to represent a publication, in the Western territory, or take charge of classified or display departments. Excellent references. I may be the very man you want. Ask for my history.
"Daimler 509," 35 S. Dearborn St., Chicago

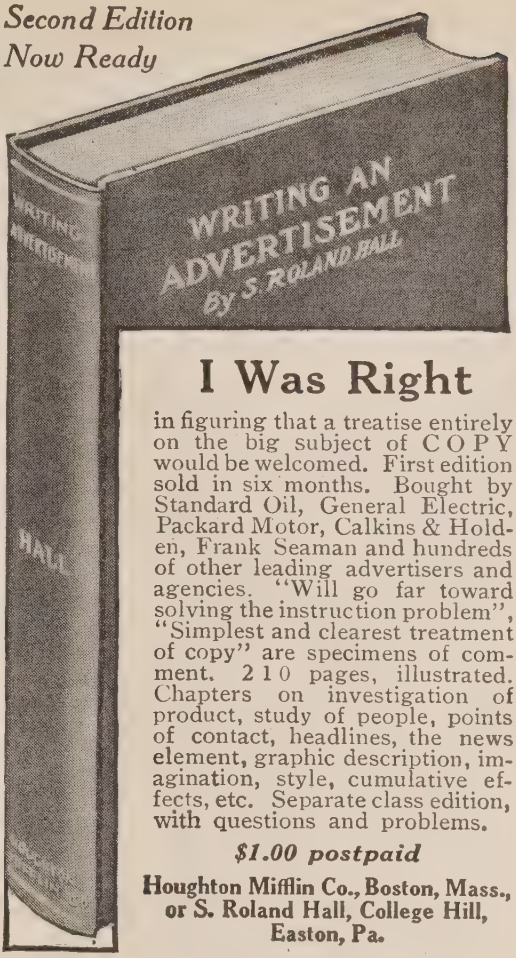
Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

Second Edition
Now Ready



I Was Right

in figuring that a treatise entirely on the big subject of COPY would be welcomed. First edition sold in six months. Bought by Standard Oil, General Electric, Packard Motor, Calkins & Holden, Frank Seaman and hundreds of other leading advertisers and agencies. "Will go far toward solving the instruction problem", "Simplest and clearest treatment of copy" are specimens of comment. 210 pages, illustrated. Chapters on investigation of product, study of people, points of contact, headlines, the news element, graphic description, imagination, style, cumulative effects, etc. Separate class edition, with questions and problems.

$1.00 postpaid

Houghton Mifflin Co., Boston, Mass., or S. Roland Hall, College Hill, Easton, Pa.

A Bountiful Harvest

The month of September, 1915, returned a bountiful harvest to **The Seattle Daily and Sunday Times.** In paid advertising patronage **The Times** carried 898,142 lines, being a gain of 18,018 lines over September, 1914, and being 64,134 more than the total paid advertising carried by the other two newspapers of Seattle combined.

The **Third Paper** gained 16,184 lines in September on a total of 275,002. The Second Paper lost 10,122 lines of paid advertising space in September on a total of 559,006 lines. The totals were:

The Times	**898,142 lines**
The Second Paper . .	**559,006 lines**
The Third Paper . . .	**275,002 lines**

Thus it will be seen that **The Times**, evening and Sunday, is continuing to increase its lead over The Second Paper. In September, 1914, our lead was 310,996 lines; in September, 1915, our lead was increased to 339,136 lines.

In all departments of paid advertising **The Times** maintained its steady leadership. In classified, in department store advertising, in financial, in automobile and in photo play advertising it was way ahead of the next paper in the field.

Construction of The New Times Building on Times Square, the triangle bounded by Fourth, Fifth and Westlake Avenues, and Stewart and Olive Streets has already been started. The building is to be ready for occupancy in July, 1916, and The Times will move in August of that year.

The S. C. Beckwith Special Agency

Sole Foreign Representatives

New York Chicago St. Louis

A Prominent Advertising Business Man

THERE is a gentleman in St. Louis, Mr. Ernest Kroehle, for three years Advertising Manager of the "Westliche Post," known to prominent advertisers and advertising agencies throughout the United States, who is open for engagement.

Mr. Kroehle refers to the "Westliche Post," to the Louis Lange Publishing Co., and to such men as August A. Busch, Festus Wade, Conrad Budke, of St. Louis; John Lee Mahin, President Mahin Advertising Co.; C. E. Raymond, Vice-President J. Walter Thompson Co.; E. E. Critchfield, President Taylor-Critchfield; Mr. P. V. Troup, of Lord & Thomas, of Chicago; Mr. Allen Collier, President Procter & Collier Co. of Cincinnati; H. N. McKinney, or Mr. Greiner, of N. W. Ayer & Son, Philadelphia; Mr. Frank Presbrey, Mr. Artemas Ward, President Ward & Gow; Jas. T. Pyle, of Jas. Pyle & Son: J. F. Bresnahan, of the Butterick Co., of New York; and to almost any leading advertiser of the country.

A good man for a good position with a good publisher. *All negotiations confidential.*

Ernest Kroehle

610 Globe-Democrat Bldg., St. Louis.

Advertising Manager Wanted

Large gas engine factory in Middle West, doing national mail order business, requires the services of a high-grade advertising manager. Must be a man of sound and large vision with a well-rounded, practical experience, and be able to show a proven successful record in the agricultural field. Man should be under forty-five, aggressive and capable of operating on his own initiative. The right man must have full knowledge of the details of all forms of advertising, and be a forceful copy producer and catalog writer, and must have a competent knowledge of advertising values of the mediums covering the agricultural and small town field. Salary commensurate with ability.

Address

"ENGINE" Box 360
Care Printers' Ink

bother with if we knew what they were about; and when curiosity impels an examination, that examination may result in the development of some interest. The smart salesman does not usually tell you offhand that he has come around to relieve you of some of your money. It isn't a good plan for printed salesmanship to give warning or to put the prospect on the defensive.

Fire Marshals Dissent from Advice in Ad

A hint to advertisers is contained in the prompt action of fire marshals in Tennessee and Michigan, which was called forth by newspaper ads of a manufacturer of a cleansing preparation, in which housewives were told how to clean garments at home. Two gallons of gasoline were to be provided for the work, in combination with the advertised preparation, and in view of the frequent accidents resulting from the use of gasoline for cleaning, the fire marshals took occasion to warn the public against the use of the plan suggested in the ad.

The Michigan department stated that it took no exception to the efficiency of the advertised preparation as a cleaning proposition, but was very apprehensive of the danger to life, should such cleaning be undertaken within the home. It warned the public against all cleaning of this character, unless conducted in the open air. The newspaper advertising which presented the "new home method" consisted chiefly of readers.

Instalment Plan Used by Maxwell Dealers

Maxwell automobile dealers are announcing in large-space newspaper ads a new "Pay-as-You-ride" policy, whereby new cars will be sold on the instalment plan. Heretofore, while many dealers have handled paper to some extent, few manufacturers have been willing to carry it, and sales to dealers have usually been made sight draft attached to bill of lading, thus putting it up to the retailer to finance his own sales. The new announcement evidently means that co-operative measures will be used by the Maxwell company hereafter to assist in developing and encouraging, rather than frowning on instalment automobile trade.

Mail Order Concern Sells Stocks

The Monmouth Plow Factory Company, of Monmouth, Ill., which conducts a mail-order implement business, will issue a line of preferred stock at $10 a share, it is reported. This is interpreted as meaning that the company will endeavor to distribute its stock widely among farmers all over the country.

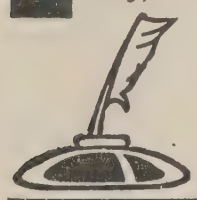
Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING WRITERS

Your classified ads will pull plenty of profitable inquiries when they are worded just right. Get my prices for preparing your small ads and sales letters. Jed Scarboro, 557a Halsey St., Brooklyn, N. Y.

LETTERS and advertisements compounded of *Dignity, Force, Humanness, Unusualness.* I yearn to send you the striking testimony of others. This advertisement attached to your letterhead before tomorrow—



E. M. DUNBAR
15 Rowena Street - Boston

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers.
Will Bradley's Art Service
131 East 23rd St. New York

BUSINESS BOOKS

"AUTOMOBILE BUSINESS"

By JACOB H. NEWMARK

The first business book to be issued on the most wonderful industry of the day. A guide for the man going in the business or who is already in it. Tells you where the most business is to be found, price cars to sell, how to organize a business, the selection of salesmen, how to conduct sales, advertising, promotion, garage and other departments. **Price $2.00 postpaid.** Send for circular.

AUTOMOBILE PUBLISHING COMPANY
612 Chamber of Commerce Bldg. DETROIT, MICHIGAN

BILLPOSTING

10¢ a Sheet Posts R.I.

PANELLED & PILLARED BOARDS LISTED, GUARANTEED SHOWING
ADDRESS LAPHAM BUILDING, PROVIDENCE, R. I.

Standish-Barnes Co.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

Advertising solicitor wanted by a Trade Paper. Good territory. Commission arrangement. Box 730, care Printers' Ink.

Exchange Editor; one familiar with Irish-American and Catholic subjects. State experience and salary. Permanent position. P. O. Box 1492, New York City, New York.

We wish to correspond with an A-1 magazine representative, preferably one now located in Boston, to cover the New England territory. Excellent opportunity for a producer. State all details in first letter. Leading Publication, Box 822, care Printers' Ink.

AGENCY SOLICITOR WANTED

A good man who has closed business will find an opportunity to get a greater income out of his accounts and win an exceptional copy and merchandising backing. Young, enthusiastic hustler. Interview upon receipt of inclusive letter. Box 830, care Printers' Ink.

WANTED, an experienced magazine representative, preferably one now located in Rochester or Buffalo, to cover western New York State for established magazine. Fine chance for a man who can produce. Write fully. Box 823, care Printers' Ink.

SALESMEN—To represent Architects Samples Co., Inc., in selling space to building material manufacturers in its filing rooms. Liberal commission with a drawing account given. Apply at office of above company 101 Park Avenue, New York City, Suite 209.

MISCELLANEOUS

Wanted: To purchase second-hand rotary press. One suitable for magazine work. Must be cheap and in good order. Address Box 828, care Printers' Ink.

POSITIONS WANTED

Editor—Experienced, original, vigorous, versatile, moderate; best references. Reid, 4870 Beaufort Ave., Richmond Hill, N. Y.

Young advertising man (24) would like to make change. Prefers agency, agricultural publication, or agricultural advertiser. Thoroughly experienced in farm paper and newspaper work as copywriter, solicitor and advertising manager. Good reasons for changing. Write for particulars to Box 825, c/o P. I.

A 1 BOOKKEEPER

and all round man for general office routine desires position in live advertising agency.

Age 25—six years' experience—employed—desire change. Box 827 care Printers' Ink.

YOUNG WOMAN—Six years as **PRIVATE SECRETARY, CORRESPONDENT** and **EXPERT TYPIST** in large advertising agency. Have full charge of all details in connection with number of large national accounts. Thoroughly familiar with **PROOF-READING**, preparation of layouts, schedules, etc. Now employed. Better opportunity desired. Box 826, c/o P. I.

Advertising manager, fifteen years' successful experience in mechanical, machinery fields—advertising agency work—seeks change. Strong on planning selling campaigns to dealers, consumers, national and trade paper advertising. Magnificently equipped to make advertising department potent selling influence in above fields. For detailed records and convincing proofs. Box 831, c/o P. I.

WANTED: A CHANCE TO WORK. A capable young man with six years advertising experience wants a chance to show you what hard work will do for your proposition. Have sold newspaper, trade paper, street-car and theater programme space successfully. Ability as a writer of copy and lay-out man. Recommendations from all previous employers. Worth more than will ask for services until merit is proven. Can talk to the biggest buyer of space in the United States and make him see the merits of a proposition. Write me. You will like me. Box 820, c/o P. I.

ADVERTISING MANAGER, of class rarely seeking position, is open to apply to *your* business the proven ideas and plans that broke sales records for several large concerns during his 14 years' experience. Box 821, c/o Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

I wish to devote more of my time to my outside interests and would welcome an associate in my profitable weekly trade paper. An advertising man who is a good mixer and has some money can make a good connection and eventually own the control. Box 734, care P. I.

One of our clients is overworked. He has other business interests besides his weekly trade journal which require his personal attention. He would therefore sell an interest in his publication to an experienced man who could relieve him of the major portion of the work. The property is valued at Fifty Thousand Dollars. Unusual opening for a hustler who commands some capital. Harris-Dibble Company, 171 Madison Av., N. Y.

$2.00 "Straight"

Now that the annual campaigns of the subscription agencies are about starting, PRINTERS' INK wishes to reiterate for the information of present and prospective subscribers, its frequent statements that there are *no* rates other than our prices of $1.00 for 6 months, $2.00 per year and $5.00 for 3 years.

Printers' Ink Pub. Co.

12 West 31st St., New York

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1915, 70,116; Sunday, 51,-365. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Oct., 1915, 74,377 daily; 64,464 Sunday. The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,055 gross. 75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Liecty. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Oct., 1915, 134,978 daily; Sun., 166,411.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 28,125 av., Oct. '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (⊙⊙) Sun., 33,018. (⊙⊙) The Evening Bulletin, 48,772 ave. net paid for '14.

Seattle, Wash., The Seattle Times (⊙⊙) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great **productive value** to the adv. Av. daily circulation, 1914, 71,858; Sunday, 90,368.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (⊙⊙) **Chicago.** Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (⊙⊙) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (⊙⊙) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (⊙⊙) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (⊙⊙) has the largest cir. of any tech. paper in the world.

THE PITTSBURG
(⊙⊙) DISPATCH (⊙⊙)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (⊙⊙) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (⊙⊙) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both **quality and quantity** tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times (⊙⊙) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (⊙⊙) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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ADVERTISING RATES—Display

$120 double page, $60 a page, $30 half page, $15 quarter page
Smaller space 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover	**$125**	Page 5	**$100**
Second Cover	**75**	Pages 7, 9, 11 or 13	**75**
Back Cover	**100**	Standard Double Spread	**150**

Climbing Through Service To Bigger Successes

The one big watchword throughout The Chicago Tribune's organization is *service.*

The one thing that has enabled The Chicago Tribune to reach the place it holds in the newspaper field, and in the advertising field, is *service.*

The tens of thousands of new readers added to The Tribune's family in the past twelve months have come to The Tribune as the result of *giving service.*

The new advertisers added to The Tribune's roster of successes — the huge gains made in advertising carried—have been the logical result of *giving service,* of giving service *both to readers and to advertisers.*

And The Chicago Tribune never stops. Each week and month must show some new improvement in service rendered, some added measure of service given, or else that week and month are lost.

New ways of helping you to merchandise your goods with small expense—new ways of helping you to so adjust your advertising that it will yield you bigger crops of orders—new ways of helping you to get the full support of the vast army of retail dealers in this territory—new ways of focusing the attention of millions of consumers on *your goods*—these are some of the things we're working on, these are some of the ways in which we plan to *give you better and better service* in the months that lie ahead.

For we are not content with past performances. We are not content to rest upon our laurels. And we know that our *future successes* in the advertising field *DEPEND ENTIRELY ON THE SERVICE WE GIVE YOU.*

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday / 300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco

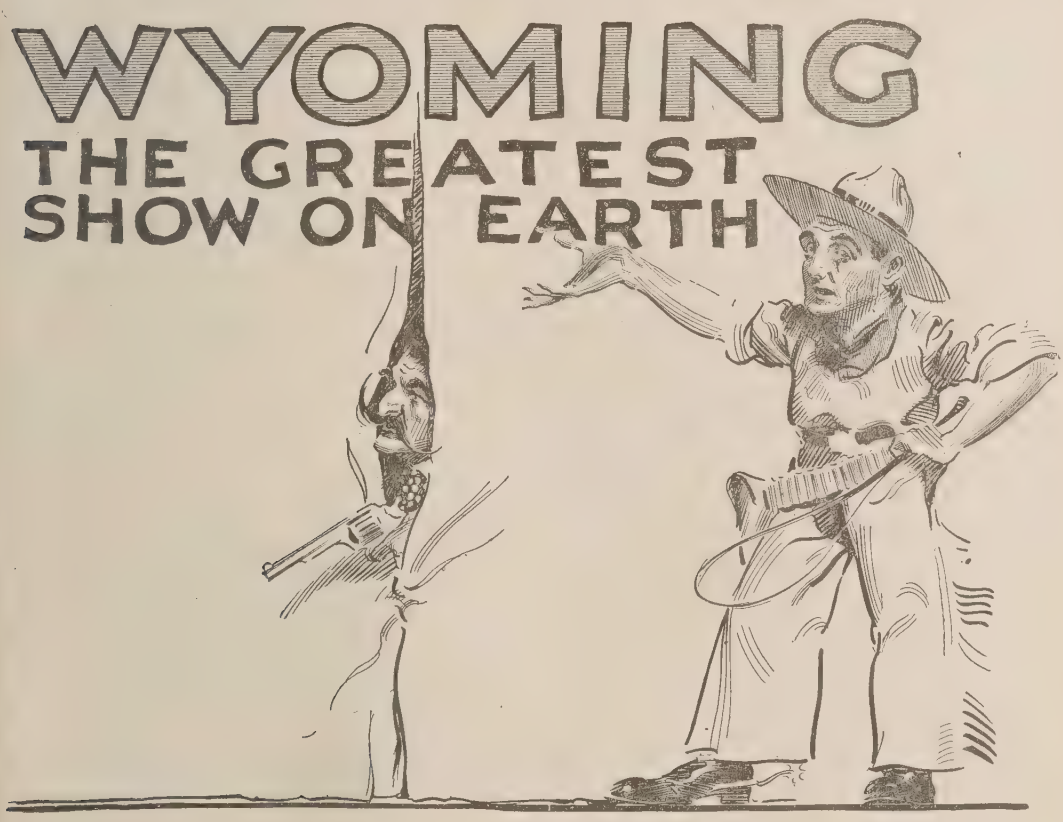
PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIII — NEW YORK, NOVEMBER 25, 1915 — No. 8



Whoever has not seen Buffalo Bill and his Wild West has missed the greatest moving picture of frontier life ever produced. Buffalo Bill and his Wild West typify Wyoming. This State of unwritten romance, of wild life and reckless daring has indeed been advertised by its loving friend. Buffalo Bill came out of Wyoming and led the Greatest Show on Earth all over the United States and Europe.

Just to show how well fixed Wyoming is in the matter of shows, we mention that she keeps two other "Greatest Shows on Earth" going at home—The Yellowstone Park in the northwest corner and Frontier Day in the southeast corner. At all these shows, advertising gets in its work, which shows how it pays to advertise a good thing.

The advertising man feels at home in Wyoming. The State is plastered all over with trade-marks, or brands, which mean the same thing as trade-marks in Wyoming. The cowboys have not only branded the cattle, but they have given to Wyoming's streams, valleys, hills and ranches such a romantic nomenclature as is to be found in no other State. Sometimes it's a painful operation to make the brand big and showy so everybody must see it, but Wyoming knows it pays.

(The Ayer & Son advertisement is continued on page 87)

Full Speed Ahead

In 1916 business will be good for the men who go after it right.

Look at the farmer—and about one-third of our people are farmers. Observe the big crop of food stuffs: note the present price and future prospects of cotton.

Plan to appeal to the people who have already felt the influence of good times.

* * *

Start anywhere.

Don't wait till your factory capacity and sales force are organized for a national campaign. While you are waiting competitors may start in a state or section and make *their* plans *help build* the factory and selling force.

* * *

One of the big features of Standard Farm Papers is the wonderful purchasing power back of them.

Each Standard Farm Paper covers its chosen field like a plaster.

Pick your section: concentrate: get your sales and advertising campaigns *working together;* then progress as returns and conditions warrant a natural growth.

Start something for 1916. Good times are just ahead.

OF KNOWN VALUE
STANDARD
FARM PAPERS

TRADE-MARK OF QUALITY

STANDARD
FARM PAPERS

ARE
FARM PAPERS OF KNOWN
VALUE

The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Progressive Farmer, Birmingham
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

PRINTERS' INK
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.
VOL. XCIII NEW YORK, NOVEMBER 25, 1915 No. 8

How the H. J. Heinz Company Links Up Advertising with Selling

Service to the Trade That Keeps the "57" Line Established in the Favor of Merchants

By G. D. Crain, Jr.

NOT long ago the branch manager of one of the leading grocery specialty manufacturers talked over an hour with a friend about the business of his house and the part he was playing in it, *without once mentioning advertising.*

The other day the writer conversed for a short while with a branch manager of the H. J. Heinz Company, and found that he not only was familiar with the advertising that the concern does, but knew all about it, was enthusiastic over it, talked it to his salesmen and the trade, and, in fact, made it one of the biggest features of his work. The amount being invested in advertising in street-cars, out-of-doors, in newspapers, magazines, store signs and the other "fifty-seven varieties" of publicity used by this company was at his fingers' ends, and the schedule of the current season's advertising lay on his desk, within arm's reach.

The first concern, in its field, ranks just about where the Heinz company does in its, as far as advertising is concerned, which means at the top; but it was evident that it has never attempted to make its advertising the vital element in sales work which it apparently has become in the business of Heinz.

The head of the branch referred to does not regard advertising as a thing apart from his work, but as thoroughly and completely interwoven with it; and the result is that all of the strictly selling work which he does is handled with an advertising aspect, as it were, and with reference to its value in that connection. For instance:

"When we are advertising mince-meat and plum pudding," he said, "the housewife picks up her woman's magazine and reads the description of the goods. She gets on a street-car and rides downtown and sees our beautifully lithographed cards—two in every car, so that everybody will be sure to see one—showing an exact reproduction of the mince-meat and plum-pudding packages. Then she goes into the store, and the chances are 999 to 1 that the first thing she sees will be a package of plum pudding or mince-meat standing on a nice white paper doily—put there by one of our salesmen. She sees the goods themselves just when she is ready to buy; and if the display in the store had not been made, all of that advertising in the magazine and the street-car would probably have been lost."

SALESMEN PROUD OF THEIR HOUSE AND SHOW IT

It certainly should make the advertising manager of H. J. Heinz Company feel joyful to realize that the branch-house men are not merely extending "co-operation," but regard the advertising as their business, as much as anybody's. When the "advertising feeling" is so thoroughly imbued as it is in

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the case of Heinz salesmen, getting the value out of the money spent is almost a matter of course, because no advertising bets are going to be overlooked.

"We are the biggest advertisers in the world in our line," a Heinz man will tell you pridefully; and he is proud of it because he knows what it means to him personally in selling the goods. And then he goes on to tell you how the advertising is taken advantage of by pasting reproductions of the ads in the windows of the grocers where Heinz goods are on sale, so as to localize its effect and "flag" the attention of those who may have seen the ad in the magazine. A big feature is made of this, not only on account of the additional circulation for the advertising which is gained in this way, for this is really a minor feature; but principally to force in upon the consciousness of the customer that the goods which she read about in the magazine are on sale in the very store where she is at present buying.

Converting potential advertising values into actual sales is thus one of the principal features of the work of the selling organization, which has been taught to realize, as few have been, just how to manipulate the tremendous advertising forces which the company has put to work, so as to get the best results in their own territory, their own stores.

FEATURES OF THE DEMONSTRATION WORK

And that is why, also, the salesmen are so enthusiastic over the demonstration work, which is possibly the biggest feature of all the Heinz propaganda. When a salesman goes out to call on his trade, he does not attempt to take samples of everything in the line—for the "57 varieties" consist of 110 items — nor even representative items; but he concentrates on the article that is being advertised and pushed at that particular time, so as to get in line with the special work which is being done in all other directions.

That is how it happens that even if Mrs. Housewife, after she has come downtown and seen the display of the goods in the store, has not decided to buy, she is likely to be confronted with a salesman who has his demonstration outfit spread out and is offering her a sample of mince-meat.

"Now, Mrs. Jones," he is saying, "I want you to taste this mince-meat and see how you like it. It is nice and hot, and the suet has been prepared just as you probably would have it in your own home. Of course, you will have to imagine the flaky pie-crust, but you can taste the mince-meat, all right."

And he offers her some of the product, hot from the vacuum bottle where it is carried for the purpose, and has the satisfaction of hearing her say that it is "just fine!" And he knows that an expression of that sort is almost sure to be translated into an order for the grocer in the near future, if not immediately.

The Heinz people go to a lot of trouble to have the accessories required for their demonstrations just right. In the case mentioned it was the suet; for their plum pudding they get hard sauce from the most efficient caterers in the localities where the salesmen are working, so that the goodness of the pudding will be emphasized, rather than detracted from, by this feature.

These demonstrations are part of the great game which every man in the Heinz organization knows that he is playing; and a lot of fun is gotten out of them. Not long ago a man boarded an interurban traction car and found that the passengers were lunching sumptuously on Heinz samples. Everybody was laughing and having a good time, and the salesman was pinning the little Heinz pickles to every lapel.

"Why, this must be a Heinz special!" said the newcomer, as he started to munch a sweet pickle.

"You guessed it the first time," the salesman grinned back.

That these impromptu demonstrations pay is the firm belief of big men in the selling organiza-

tion, and the salesmen are encouraged to let the public "taste the taste" whenever opportunity offers.

Looking at the proposition from the standpoint of the trade, one may wonder, at first, how it is that the Heinz men manage to "put it over" in regard to special displays, demonstrations and all the rest of it.

WHAT A GROCER THINKS OF HEINZ POLICIES

A successful grocer, who conducts a downtown establishment with more than 5,000 charge accounts, was asked recently what he thought of the Heinz proposition.

"Finest people in the world," he said promptly. "Why, those boys are as much interested in my business as if they were members of the firm. The local manager even comes into the store at intervals and goes over the bulk goods to see if the pickles have enough brine on them, and all that sort of thing. And they help with suggestions and every other way. They're the best I ever saw!"

"Service is the keynote of our attitude toward the trade," declared one of the Heinz managers. "When we go into a store with the idea of handling the display feature, we don't simply ask to be allowed to go behind the counter and fix up the goods the way we think they should be shown.

"'Mr. Grocer,' we say, 'we want to work with you to get the most out of this Heinz proposition. We want you to sell these goods promptly, get a rapid turn-over and make the most money it is possible to do. Moreover, we don't want you to have any old or deteriorated stock on your shelves. We can pick out goods of that kind better than you can, and if you will let our salesman have the run of this department, he will relieve you of any old stuff and give you a credit memorandum for the full amount represented. And he will keep the display looking its best, so that those attractive Heinz packages will form a bright spot in your store. The good appearance of the Heinz section is going to help you to keep your whole store looking that way, because the clerks will get the idea from watching our man work, and will be quick to put it into effect with regard to all the other stock.'

"The return feature looks good to the grocer, of course, just as it looks good to us, because we know that the sale of any package with the Heinz label makes us responsible to the consumer for the quality. That is one reason, incidentally, why we distribute all our goods direct, maintaining 92 branch houses and 875 salesmen. We don't want to risk having jobbers distribute old stocks, or grocers selling stale goods to the user; but we want to be in a position to cull out the undesirable goods and keep every retail stock fresh and attractive and palatable —a boost for Heinz every time.

"The average grocer is too busy working in his store to do much in the way of putting on new stunts, and when we come in and make suggestions to him, help him sell his goods, and help him make his store more attractive, it's not a case of forcing our services upon him, but of getting a warm welcome.

AN ADVENTURE IN DILL PICKLES

Last spring a Columbus, O., grocer called up the salesman in that territory with a Macedonian message for help.

"Warm weather will soon be here," he said, "and I've got a cask of dill pickles that I'm afraid are going to spoil. Come out and see if you can't help me with them."

The Heinz man went out, looked around the store and then talked to the grocer.

"Most everybody likes dill pickles," he said. "How many of your customers buy them?"

"Why, I don't know," the grocer admitted.

"Three-fourths of them?"

"No, not that many."

"Half of them?"

"Why, no, I'm afraid not."

"A third of them?" the salesman persisted.

"Well, maybe a third have

bought, off and on," the grocer estimated.

"If that's the case," said the salesman, "we've got a chance to put on a little stunt. Boys," he said, calling the clerks, "we're going to have a demonstration of dill pickles."

The pickles were sliced up, put on wooden plates, signs placed back of them calling attention to the fact that the plates contained samples of Heinz dill pickles, and the public invited to eat.

"Now, boys," continued the salesman, "when your customers come in, call their attention to these pickles. Don't wait for them to read the signs and help themselves, but offer them. Mention this to everybody—it won't take a moment, and it will sell the pickles."

After the salesman had got things started, he went on; and a few days later the grocer who thought that he was overloaded on dill pickles telephoned him to come out. When he got there the dealer presented him with an order for two more casks, and before the hot weather arrived he had sold four more, although previous sales had never amounted to more than two casks a season. It is needless to say that the grocer believes that Heinz methods are a little bit of all right.

DEALERS CONTRACT TO RETURN ADVERTISING ACCESSORIES

It is to be noted that the Heinz organization takes as much pains in connection with bulk goods as the package lines, and as this department is extremely important, great care is taken to see that no abuses are practiced. It is an open secret that some manufacturers who have supplied store fixtures, containers and display devices of various kinds have been the victims of their own liberality, the dealers making use of them—to sell the goods of their competitors.

Heinz anticipates this. The casks containing the goods are marked with the Heinz name, and the porcelain covers, which may be inverted and used as dishes, to display the goods, might be used in connection with any other similar product. But every dealer handling the line must sign a contract, whereby he agrees to return the casks and other supplies as soon as he discontinues using them for Heinz products. And as far as is known, this contract has never been violated.

It is often a matter for wonderment that retailers are so enthusiastic over selling Heinz goods, on which they sometimes have a narrower margin of profit than they may have on some other competitive lines. The margin, at that, is liberal, being from 22 to 25 per cent from the selling price. The disparity, if any exists, is overcome by the salesmen, who know exactly how to handle this point.

"Look at this from a selling, not a buying standpoint," the grocer is told. "If you can turn our line, the best advertised and the most popular on the market, four times to one for the other fellow, aren't you sure to make more money, even though your margin may seem to be a little bit smaller? You've got to get the volume to make the money, and you know that you can do it with Heinz goods.

"And don't you know, Mr. Grocer, that if we had any bigger margin than is now in effect, your competitor on the next corner would begin selling 10-cent items at three for a quarter, and that you'd make less than you do at the present rate, with everybody selling the goods ten cents straight, and with your customers well satisfied with the values they are getting?"

HOW OBJECTIONS ARE HANDLED

Talk like this, which is practical, easily understood and to the point, never fails to impress the grocer. Even such propositions as "We are paying for the Heinz advertising," never bother the salesmen for they know how to handle them.

On one such occasion, where a grocer took this ground, the salesman pointed out that many years of quality production had created the trade value tied up in Heinz; and then he went on to show, by

To Hardware Manufacturers

THE advertising of Perfection Heaters and New Perfection Cook Stoves is handled by The H. K. McCann Company.

Our experience with Perfection advertising and with such other products as Coldwell Lawn Mowers, Aladdin Aluminum, Reynolds Wire, Rayo Lamps and Rayo Lanterns, has given us an intimate knowledge of the hardware field.

On several of these products we are co-operating in securing distribution.

A book entitled, "*We Have A Man Who Knows*," describes our organization and work. We should like to send it to you.

THE H. K. McCANN COMPANY

NEW YORK CLEVELAND
TORONTO SAN FRANCISCO

AT NEW YORK
61 BROADWAY

PERFECTION
SMOKELESS OIL HEATERS

taking a local illustration of a flour miller, that if the latter, by advertising, could increase his production, he would be in a position to sell better goods at a lower price by reason of the lower cost of manufacturing that he would have.

"Well, I'll be jiggered!" was the expressive rejoinder of the grocer, who had begun to see past the surface of the question, aided by a pair of Heinz spectacles.

One of the biggest problems of all the manufacturers selling the grocery trade has been how to protect individual members of the trade and at the same time handle the business of the chain stores, department stores and other concerns which ordinarily sell at cut prices. That the Heinz company has been able to handle chain store business without alienating the grocers is a fine evidence of the diplomacy and sincerity of its field men, for it seems that in most cases local problems of that kind have been put up to the branch managers to deal with.

In one instance where a chain of stores was started, the grocers went up in the air whenever it was noticed that a well-advertised line was being sold by the chain houses at a big reduction in price. The Heinz manager in that territory valued the friendship of the grocers too much to want to risk sacrificing it, and yet the business of the chain outfit was naturally attractive. Still, he saw that permitting it to sell 10-cent goods at three for a quarter would put the retailers in an impossible position.

MEETING A CHAIN STORE SITUATION

He studied the question from all angles, meanwhile having numerous requests from the president of the chain store company to supply him with goods. He finally agreed to do so, on condition that the 10-cent items be sold for not less than 9 cents, and that the 25-cent goods be marked not lower than 23 cents. This would permit the chain stores to adhere to their policy of reducing the regular quotations, and at the same time would not cut enough to enable the hated "three for a quarter" deal to be put on by them. These conditions were put in the form of a contract, and the Heinz company is now supplying the chain stores. The grocers have not been bothered especially by the cut, however, and there has been no chance for them to take offense.

It took the local manager who handled this case six months to get his agreement and to work out a policy that would cover the necessities of the situation; and meanwhile he had full authority from the house to use his own judgment, inasmuch as he was closer to the situation than anybody else. The results proved the wisdom of this plan.

On the other hand, there are times when the house finds itself "in wrong," and frankly acknowledges its mistake. Such occasions do just as much to strengthen its position with the grocery trade as anything else. An instance of this kind developed a few years ago when the Heinz company began making a 20 per cent allowance to hotels and restaurants. This was figured as a special allowance for advertising, as it was stipulated that the Heinz ketchup bottles be displayed on the dining tables, for the purpose of suggesting to patrons the advisability of using the goods at home.

This proposition was obviously subject to abuse, inasmuch as a restaurateur was in a position to buy a big lot of Heinz goods at the special discount and resell at a profit to regular dealers. In fact, instances of this kind were uncovered, it is said. At any rate, the grocers objected strenuously to the special arangement in favor of the hotels, and the writer happened to be present at a national grocery convention at which the subject was discussed. While the convention was in session, the chairman of the trade relations committee received a wire from Pittsburgh announcing that the discount had been abolished. It was read amid great applause, and the Heinz policy of playing fair with the trade was eulogized.

In connection with the plan of the company to give everybody a

Missouri Ruralist Has Become One of the Great Farm Papers

It is just possible that you don't realize what sort of a farm paper the *Ruralist* has become, in its circulation, its editorial character, in its influence upon the farmers of proud and wealthy old Missouri.

Well, for one thing, the two issues for October carried advertising greater in volume and value than in October a year ago by 58 per cent.

Did any other farm paper do as well as that? At any rate, no other of the five Capper Farm Papers made any such showing, though as a whole they did make a very gratifying advance over October, 1914, Missouri *Ruralist* has been leading its four colleagues in increase of advertising month after month, and we don't care who knows it. Not one of the other four has shown the slightest symptom of envy, either. We ourselves cannot account for it wholly. But this we are sure of, that the *Ruralist* is coming into its own, is getting the sort of recognition it deserves.

Here are some of the advertisers who used Missouri *Ruralist* in October:

Allen Motor Company, American Telephone and Telegraph Company, American Ever Ready Works, American Tobacco Company, F. A. Ames Company, Appleton Mfg. Company, Columbian Steel Tank Company, Corn Products Refining Company, Chicago House Wrecking Company, Cushman Motor Works, Electric Wheel Company, Enterprise Mfg. Company, William Galloway Company, Greenbaum Sons' Bank & Trust Company, Dr. Hess & Clark, Hupp Motor Company, P. H. Hanes Knitting Company, International Harvester Company, Jeffrey Mfg. Company, Keystone Steel & Wire Company, Lambertsville Rubber Company, Liggett & Myers Tobacco Company, Manson Campbell Company, Mishawaka Woolen Mfg. Company, Majestic Stove & Range Company, Mitchell-Lewis Motor Company, E. Myers Lye Company, Maxwell Motor Company, Murphy Machinery & Equipment Company, Nunn-Bush Shoe Company, "Old Dutch Cleanser," Paige Motor Car Company, Portland Chamber of Commerce, Pennsylvania Salt Mfg. Company. R. J. Reynolds Tobacco Company, Rumford Chemical Works, Saxon Motor Company, Termaat & Monahan Company, A. J. Tower Company, United States Tire Company, Western Clock Company, Western Electric Company, Witte Engine Works, Wiederholdt Construction Company, Wright's Underwear Company.

AND WHY NOT?

Have you thought of Missouri only as the "show me" state? It would be a safe wager that the notion of Missouri as the state that must be shown originated in New York, San Francisco or some other remote and unimportant place.

Did you know that Missouri is the fourth state in this big country in agricultural wealth, that its agricultural wealth is two and one-half times as great as that of all the New England states combined, and almost as great as that of both New York and Pennsylvania, that only 14 other states have half the total agricultural value of Missouri? Why, there are 14 states whose agricultural wealth combined only equals that of this splendid state. In value of live stock, Missouri is in fourth place, and is the third corn state. And this year Missouri will be a mighty close third in corn.

85,000

of the best farmers of this rich state read Missouri *Ruralist.* Two-thirds of them live in the northern half of the state. Missouri farmers are optimistic this fall. The total value of their crops is possibly the greatest in the history of the state.

It is little wonder after all that Missouri *Ruralist* carried 58 per cent more business in October, 1915, than in October, 1914.

You can reach the farmer only through the agricultural press.

Arthur Capper

Publisher.

fair deal, a special concession is made to small buyers, who are not in a position to buy in case-lots and thus get the quantity discounts, whereby assortments of broken cases are figured just as if case-lots of single items were ordered. In other words, if a dealer buys five cases altogether of Heinz goods, he gets just as low a price as if he had ordered five cases of any one item. Consequently the modest suburban grocery store is on a practical parity with the department stores and other large buyers, as the only quantity discount is for purchases in 5-case or larger lots.

It is often said that there is more enthusiasm at colleges than anywhere else. One who studies the Heinz organization and its methods may well make an exception in its favor. The secret of the enthusiasm of college boys, however, is to be found in the fact that they are thrown in constant and intimate contact, and that everybody knows all about the details of every college proposition, whether it is the question of a new coach for the football team or a new menu at commons.

The Heinz salesmen are not allowed to sink or swim by themselves, but they, too, have the benefit of meeting their fellows and talking Heinz and hearing other people talk Heinz. In fact, the plan of salesmen's meetings, according to one successful member of the organization, is simply a process of "winding up" every individual, and giving him enough energy to carry him along to the next meeting. The system may not be as comprehensive as that applied to the college boys, but it gets practically the same results.

The branch house managers have weekly or fortnightly meetings of their men, meeting the "city" salesmen every week and calling in the country salesmen every two weeks, while there is a joint gathering each month. Then the salesmen of adjoining branches, usually in groups of four, have a big meeting once a quarter, at which all of the problems of the field are thoroughly worked over, while the heads of the branches go to Pittsburgh twice a year to absorb inspiration at headquarters. The result is that there is "something doing" all the time in the way of getting together with the other fellow, and nobody in the whole Heinz selling force has a chance to get rusty, or to get in the habit of thinking that the house has forgotten all about him.

The branch managers, by the way, are not a set of gentlemen in mahogany-finished offices, spending their time in dictating letters to fluffy-haired stenographers. On the other hand, they are just as much "boys in the trenches" as the chaps who are carrying sample cases—and many of the managers do that very thing themselves. In fact, most of their time is spent out with the salesmen, showing them how to explain propositions to the grocers, and how to demonstrate, and how to do everything else that is needed to present Heinz properly to trade and public. The salesman who falls down under the careful coaching of the branch executive simply hasn't it in him, that's all; for every opportunity is given to bring out all of the latent ability along selling lines that he may possess.

Heinz has an immense plant; a tribe, rather than a family, of products, and a whopping salesforce; and if a rank outsider may be permitted to hazard a guess as to the secret of the immense success which the Pittsburgh dill pickle has won, it is that everybody in the whole works has been taken on the inside and made to feel that he is more than a cog in a machine. He knows that *he* is Heinz!

"Daytonohio"—Not Russian, but a Proposed Trade-mark

The Greater Dayton Association, of Dayton, O., has under consideration the adoption of a trade-mark evolved by a committee appointed for that purpose. It is "Daytonohio," being simply a combination of the name of the city and of the State. The community trade-mark, when formally adopted, will be copyrighted, and will be available only on permission of the association, by approved Dayton manufacturers and business men.

A Merger . . . .

ANNOUNCING the physical merger of *Textile World Record*, Boston, and *Textile Manufacturers Journal*, New York, into one dominant technical and news publication

TEXTILE WORLD JOURNAL

beginning with the Issue of December fourth and published every Saturday thereafter. Reaching the textile mill trades and primary selling markets.

Schedule of advertising rates and circulation data upon request.

Member Audit Bureau of Circulations.

THE BRAGDON, LORD & NAGLE CO.
(INC.)
PUBLISHERS

377 BROADWAY • NEW YORK

BOSTON PHILADELPHIA

Aulsbrook Joins New York "Tribune"

F. G. Aulsbrook, a member of the National Advertisers' Association, has left Delico Food Products Company, Inc., of which he was vice-president and manager, to become assistant advertising manager of the New York *Tribune*. Mr. Aulsbrook joined the *Tribune's* force November 15th.

With the exception of the last two years, during which he has been with Delico, he has been continuously identified with the newspaper advertising field for over 15 years. After an experience as reporter with a small Western newspaper he went to the Omaha *World-Herald* in 1898, but soon turned to the advertising side as solicitor and became advertising manager in 1901. He entered the New York field in 1906, with the New York *American*, where he remained until 1913.

New York "Evening Post" 114 Years Old

On November 16 the New York *Evening Post* observed the 114th anniversary of its founding. In a booklet issued to mark the occasion it is stated that the original title of the paper was the *New-York Evening Post*. In 1832 the hyphenated words "New-York" were dropped and the style of title then adopted has remained without change until this day.

Herbert Everett with Van Cleve Company

Herbert Everett has resigned from the advertising department of John Wanamaker, New York, to go with the Van Cleve Company, New York City, as assistant to Robert John, head of the copy department. Mr. Everett has been advertising manager since 1911, under Joseph H. Appel, who is director of publicity of the Wanamaker stores in New York and Philadelphia.

"Harper's Weekly" Will Change Shape

Beginning with the issue of January 1, 1916, *Harper's Weekly* will assume the page size of 8 x 12 inches and a text size of 7¼ x 10½ inches, which is the size of the *Literary Digest*.

Street & Finney Have Beech-Nut Account

The advertising account of the Beech-Nut Packing Company, Canajoharie, N. Y., has been placed with the agency of Street & Finney, New York.

Federal Agency Has "Calox" Account

The Federal Advertising Agency is now handling the advertising of Calox for McKesson & Robbins, wholesale druggists of New York.

Ayer Handling American Sugar Account

The advertising account of the American Sugar Refining Company, New York, has been transferred to N. W. Ayer & Son. E. Y. Crossmore succeeds J. H. Gannon, Jr., as advertising manager, Mr. Gannon having withdrawn because of ill health. This change follows the election of Earl D. Babst to the presidency of the American Sugar Refining Company, in July, succeeding Charles H. Allen. Mr. Babst was vice-president of the National Biscuit Company. Mr. Crossmore, in response to inquiries from PRINTERS' INK, was unable to say as yet whether or not the volume of publicity would be enlarged the coming year.

Butterworth Succeeds Taylor on New York "Times"

Benjamin T. Butterworth has succeeded T. D. Taylor as advertising manager of the New York *Times*. Mr. Taylor's resignation, to become publisher of the Philadelphia *Evening Telegraph*, was noted in PRINTERS' INK last week. He completes his services with the *Times* December 1st.

Mr. Butterworth was appointed assistant to the advertising manager of the *Times* last July, previously having been advertising manager of the New York *Evening Telegram* and New York *Herald* and associated with the Brooklyn *Eagle* for 18 years.

Thos. T. Graham a Director in Profit-Sharing Corp.

Thos. T. Graham, manager of the contract and service department of the United Profit-Sharing Corporation, has been elected a director and vice-president of that organization.

The Two Museums

A prosperous metropolis reared up a marble wall, with roof of glass and gates of bronze, and columns wide and tall. It gathered all the wonders from afar and from anear, the ranking curiosities of every hemisphere. The world of miracles was offered absolutely free, but it was poorly advertised, and no one came to see.

A thrifty Arkansawyer owned a calf —the cow was dead, but she'd conferred upon her child a supplemental head. The farmer yelled and bellowed in the prodigy's behalf; he praised the worth and beauty of the GREAT TWO-HEADED CALF. At every town he visited the people thronged his tent and never wept or mourned about the money they had spent.

The moral is as plain and sharp as claws upon a cat—you've got to tell the people who you are and where you're at. A tall and graceful silence is refined and dignified; it never taints your rich blue blood or jars the family pride; but if you want to be a force instead of just a name you'd better make a little noise to stimulate your game.

YOU have a standing invitation to call and inspect our plant and up-to-date facilities.

Our printing plant in rented quarters a few years ago

Our printing plant in our own building to-day

One of the largest and most complete printing plants in the United States

Place Your Printing Orders

In the Hands of a Large Absolutely Reliable Printing House

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

Our Specialties:

(1) Catalogues
(2) Booklets
(3) Price Lists
(4) House Organs
(5) Trade Papers
(6) Magazines
(7) The larger orders of Flyers and Circulars.

Also Printing requiring the same material and workmanship as the above, such as Proceedings, Directories, Histories, Books and the like.

Our Complete Service, all or any part of which is at your command, embraces:

DESIGNING
ENGRAVING
ELECTROTYPING
TYPESETTING
(Machine and Hand)
PRESSWORK
BINDING
MAILING

If you want advertising service, planning, illustrating, copy writing and assistance ***or information*** of any sort in regard to your advertising and printing, ***we will be glad to help you.***

If desired, we mail your printed matter direct from Chicago—the central distributing point.

If you want **quality**—the education and training of our employees, concentrated in one direction on the one class of printing in which we specialize, make the workmen more skillful.

If you want **delivery**—our plant is equipped with economical, up-to-date machinery and is in *operation day and night the year round. The best quality of work, however, is handled by daylight.*

If you want the **best price**—our unusual labor-saving material and equipment enable us to make exceptionally *low prices on our specialties.*

Our organization is excellent. When you put an order in our care you relieve yourself of all anxiety. You insure yourself

Proper Quality — Quick Delivery — Right Price

Our large and growing business is because of satisfied customers, because of repeat orders. Printing orders come to us from the large cities and the states from Maine to Texas.

We do printing for the best firms in the United States.

We are always pleased to give the names of a dozen or more of our customers to persons and firms contemplating placing printing orders with us

Don't you owe it to yourself and your firm to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let Us Estimate on Your Next Printing Order

(We Are Strong on Our Specialties)

ROGERS & HALL COMPANY

Polk and La Salle Streets, Chicago, Illinois

Wabash 3381 TELEPHONES Auto. 52-191

December 1915 issue 2,208 copies
March 1915 issue 1,384 copies
Increase 824 copies

Since March last, 824 national advertisers, or their agents, have requested by letter that Hearst's Magazine be sent to their homes.

Hearst's maintains a close supervision over its advertising list, and the only way a name can get on that list is a request from an executive of a company that it be placed on the list.

The increase in the circulation of our "advertisers' list" is 61%. The increase in our total paid circulation is more than 100%.

This comparison is significant for the reason that we do not add promiscuously to our "advertisers' list," nor do we resort to any schemes to force names on our "paid list"—

It is a *voluntary request* from the one and a voluntary purchase at full price by the other.

Hearst's is interesting as a magazine to 61% more advertisers, and to 100% more purchasers than it was in March last. Because of this fact the advertising revenues of December Hearst's exceeded March Hearst's by 49½%.

We received from a western advertising agent a few days ago a request that the name of the wife of one of his clients be placed on our list, and it was done.

That advertiser has not used Hearst's Magazine, has some doubts about it, yet his wife, intelligent,

discriminating in her selection of reading matter, and with all magazines coming to her home, writes:

> **"I enjoy reading Hearst's and always look forward to the 29th of the month, at which time the magazine is received in————————."**

And more than 540,000 people in the United States entertain the same opinion of Hearst's as does the discriminating wife of this advertiser.

Another advertising agent whose client does not use general magazines, writes:

> **"I should very much appreciate it if you could see your way clear to put Mr. ———— President of the ———— Motor Truck Company on your mailing list. I do not know that we have any good excuse to ask you to do this but if you can see your way clear to do it, I certainly would appreciate it."**

The president of this big Motor Truck Company wanted Hearst's Magazine not at his office, but at *his home.*

The above letters are indicative of the kind of people to whom Hearst's Magazine appeals.

Our direct circulation records show that during the month of October almost an equal number of men and women subscribed for Hearst's.

These subscribers are not all presidents of big institutions, nor the wives of presidents of big institutions, but they are highly capable people who spend their money with as much intelligence as they use in making it.

And there are 541,439 of them who want December Hearst's—

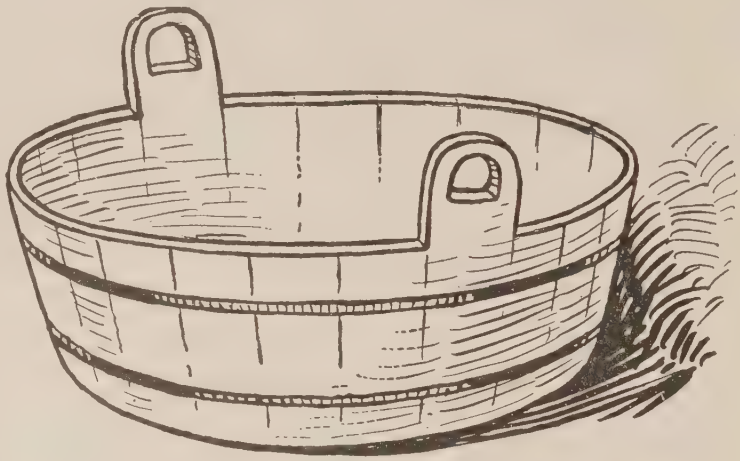
And more who will require the January issue for which advertising forms close December 1.

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Illinois

Member Audit Bureau of Circulations



Every tub must stand on its own bottom. For years The Farm Journal has been pushing its own business, and to-day has well over 1,000,000 circulation—"unlike any other paper."

Says Conceit of Some Advertisers Defeats Maximum Distribution

Recent Experiences of a Sales Manager of a Wholesale House Who Invited Manufacturers to "Sell" His Salesmen

By W. F. Rightor

Sales Mgr., San Antonio Drug Company, Wholesale House, San Antonio, Texas.

FOR years I have been reading articles in PRINTERS' INK, written by the sales or advertising managers of manufacturing concerns who refer to "the indifference of the jobber" and who speak rather slightingly of the jobbing salesman as an "order taker."

Now, I believe that we are pretty much all constituted the same way. So long as only one man or a few make an absurd or an unjust attack we, as the saying goes, consider the source and let it go at that. But when this absurdity or injustice begins to gain currency and is so often repeated without contradiction that serious-minded men begin to believe it true, then we begin to feel that it is time to call a show-down.

While I don't want to deny the indifference of the jobber or the statement that many of the jobbing salesmen are order-takers, in the interest of better business and more of it, I do want to get right down to cases on this complaint of the manufacturers and see if *all* of the responsibility can be justly laid at the jobber's door.

My attention has been centered upon this question ever since reading the very interesting interview with Leon Demuth, president of Wm. Demuth & Company, New York, which appeared in PRINTERS' INK, December 31, 1914. After reading the article in question I determined, so far as our firm and our sales force was concerned, to go carefully and without prejudice into the question of what amount of co-operation we were giving the manufacturers and correct whatever faults of omission or commission we were guilty of.

For the purpose of a thorough understanding of what follows I must explain that while we are, as our firm name would indicate, drug jobbers, as a matter of fact we are also the largest distributors of druggists' sundries in the South and Southwest and that it is those manufactured articles—safety razors, fountain pens, toilet articles, etc.—which are sold through our sundries department and not our drug department that I have in mind in this article. I might add that what I have to say would apply with equal force to most of the drug specialties we carry also. But, that I may not be accused of an attempted violation of the conspiracy of silence against patent medicines, I will confine my remarks to our sundries department.

My conception of the duties of a jobbing sales manager in addition to the obvious ones in connection with men and territories is that he should see that his men are properly posted on prices, on the merit of special goods and the how, when, where and why they should be sold. Also, if the goods are particularly profitable to the house or attractive to the trade, that he should follow up the sales force with frequent reminders and ready-to-use sales arguments and in other ways see that the house gets its full share of the business.

"PRINTERS' INK" ARTICLE STIRRED HIM TO ACTION

After reading Mr. Demuth's article, as the selling season for certain manufactured articles came on or as the possibility of an increased output of certain specialties occurred to me, I adopted the plan of writing to the manufacturers expressing my willingness to give them the support of our sales force and explaining that, as we covered even the smallest towns where the manufacturer's

representative could not well go, if they would give me the detailed sales information, I would see that it was put to good use. I would generally add that as we were in the general jobbing business and carried a greatly diversified stock of many thousands of items it was practically impossible for me to spare the time to work out sales arguments on any one line of goods but that, if they would furnish me with the information, I would see that it was passed on to our men on the road and put to use. I explained that if they would "sell" me their product by mail, just as though I were a dealer, that I would resell it to our 17 traveling representatives in a form applicable to each particular salesman and the peculiarities of his territory and would persist in calling upon him for results in the way of increased sales.

PAINFULLY FEW GOOD LETTERS FROM MANUFACTURERS

In response to this I got some few, but painfully few, really wonderful letters, brim full of enthusiasm and stimulation, bristling with interesting and instructive sales points and order-making reasons that fairly made me itch to get out into the field myself, that enabled me to sell every customer who stopped at my desk before he got the chair warm and to send at least a little vibratory tremor of enthusiasm into the deadest stick of timber on the force. These letters were a revelation and a treat to me and the men who wrote them, I hope, are all heavyweights, physically as well as mentally, and have salaries based upon tonnage.

Of the great majority of the other letters I received in response to my advances I am going to say very little, as this is no scolding match. The letters that I am not going to talk about told me all about the price, explained that by pushing the goods in such and such quantities we would be permitted to hand over to the dealer half of our gross profit in the way of a trade discount, thanked me for my "kindness," sent me some mailing slips *but forgot to say anything about the goods or why anybody should buy them.*

For instance, we recently made arrangements with a certain large manufacturer of perfumes, toilet waters, etc., by which we were given a sufficient additional discount from list to enable us to sell the retailer at manufacturer's prices; the manufacturer having decided to discontinue a both-ends-against-the-middle policy of direct shipments to retailer and to tie up to the jobber exclusively. Our buyer told me of this arrangement and we grew quite enthusiastic over what we would be able to do with the line.

WHAT ONE MANUFACTURER DID TO KILL OPPORTUNITY

I wrote this manufacturer and asked him to tell me all he knew about his goods and that we would justify him in his new sales-policy by pushing his goods hard. Now if there is one thing in our business on which long and interesting and eloquent sales letters can be written that thing should be perfumes—dainty, fragrant, union of art and science. Without being either perfumer or poet almost any good, steady plodder should be able to dig up some sales blarney with all the lilies of France, with all the roses of Araby, with all the spiced and sweet woods of the Orient and the tropics at hand. Then he could touch on the beauty and grace of his bottles—frosted or crystal clear—and possibly direct attention to even the labels and stoppers—all the work of real artists. Or, if he were a direct-dealing, matter-of-fact sort of chap and insisted on talking about the goods themselves, he might say they smelled good.

Did I get any of this silly sort of stuff? No, sir, I got a nice dignified acknowledgment of mine of such and such a date, a lordly notice of my desire to co-operate, an intimation that naturally I was interested as the business was very profitable to my house and assuring you of our desire to assist you to increase our business, we are.

If a jobbing sales manager were to repeat that to one of his men,

he couldn't live it down with a thousand years of real work.

All that any of us can do in business is to act upon personal opinion and to base that personal opinion upon personal observation and experience. In this way, after many years' experience in the jobbing business, I have become convinced that in a great many instances where a manufacturer feels that he has a grievance over the indifference of the jobber at least some of the blame for *that indifference is directly traceable to conditions in his, the manufacturer's, own organization.* I will make an even broader statement by saying that very few of the manufacturers who really "sell" the jobber's organization have any reason to complain of indifference at all.

THIS MANUFACTURER HAS RIGHT METHOD

I am going to back up that last statement by a few illustrations. For instance, there is the sales manager of a certain concern manufacturing an article largely sold through the drug trade, who comes to see us twice a year. He knows his business from the ground up, can talk it forcefully, intelligently, interestingly and with an enthusiasm that would galvanize old Rameses himself. He knows personally every man on our sales force and has a keen appreciation of the fact that it profiteth him nothing to sell us goods unless we know how to resell them and buy more.

When his advance card arrives, the word immediately goes out that he will be with us on such a date and immediately a noticeable increase in the sale of his product is felt. The boys all like him and for that reason they take an interest in his stuff, but personal popularity seldom keeps up a sustained sales enthusiasm, so I am forced to the conclusion that this man's success with our sales force is due to the fact that he has literally "sold" us his stuff, made us believe in its merit and placed us in position to resell it understandingly and with confidence. He does not find us or *any* of his other jobbing connections indifferent, nor does he have occasion to humiliate the jobbing salesman with the "order taker" reproach. He himself was formerly in the jobbing business.

Another instance: some two years ago I came into personal contact with the sales manager of a nationally advertised product. This man had shortly before graduated from the jobbing ranks himself, so instead of abusing our organization for failure to support and back up his advertising campaign he adopted methods that his experience as a jobber told him would work with those still struggling in that benighted class. He told me in just a human, man-to-man way why his goods were right, why it would be good business for us from a profit standpoint to tie up to them, how we could get the business, where we could sell the goods, and the thousand other things a man wants to know before he undertakes to sell an article. In other words, he started in on me as if I had never in my life heard of his stuff and talked to me as if I didn't know one single thing about it.

When he got through I felt as if I knew as much as he did and to make a long story short, in the third month thereafter there were only two other jobbers in the entire United States whose sales of his product excelled ours. To remove any possible suspicion of personal horn-tooting in this incident I hasten to disclaim any credit myself and to accord it all to the other fellow who has done the same thing to a greater or less degree with one or more jobbers in every city in the country. This man knows thoroughly the jobbing business. He finds no indifference on the part of the jobbing trade. Is there any suggestive connection between these two facts?

The question with which I close the foregoing paragraph suggests to my mind this: that instead of standing off and abusing each other, it would be very much better if the jobber and the manufacturer were to get into a closer sympathy with each other by

knowing more each of the other's problems. By this I mean that I believe that the average jobber knows painfully little in detail of the manufacturer's products and the manufacturer knows painfully little in detail of the jobber's business.

An interesting story could be told by many a thoughtful jobber that would prick the conceit of some national advertisers who are deluding themselves into the belief that they are enjoying approximately maximum distribution. But, until some of my jobbing brothers sit up and give tongue to our immemorial wrongs at the hands of the manufacturer, who blames us alone for the sins that fully half are his, we cannot hope to be taken seriously.

Advertising to Promote Habits of Economy in England

IN England advertising has become a potent force in modifying national traits and habits, according to an article by Isaac F. Marcosson in *Collier's Weekly*. He tells how the English have been changed from a nation of easy spenders to a people of thrifty habits.

PRINTERS' INK has already outlined the successful war-loan campaign of the British government, whereby hundreds of thousands of persons who had never in their lives held a security were persuaded to help the government by loaning it money. But even after that the people were prodigal. The war had indirectly brought them an embarrassment of riches through steady work and increased wages. The British workman's head was turned, and he began to spend on a most lavish scale.

So it was decided to carry on the campaign of economy even farther—to husband the food resources, to cut down extravagance and to increase home production of foodstuffs.

It was found that the workingman was spending no small part of his earnings in setting a lavish table, and where he had eaten meat but three times a week, perhaps, was now enjoying this luxury three times a day. His wife, moreover, was throwing away good food in table leavings.

The committee's efforts were concentrated, first, in a campaign of education with a threefold purpose: to tell people how to buy food economically; how to cook properly, and how to use scraps and prevent waste.

Tons of literature were circulated all over the country, including posters, blazoning such messages as "Eat less meat," "Be careful with your bread," "Waste nothing," "To waste food is as bad as to waste ammunition," "Use home products wherever possible," "Think before you spend" and "Grow your own vegetables if possible."

Booklets and circulars on how to prepare food economically were followed by personal visits from volunteer house-to-house workers, who gave practical demonstrations of what the literature preached. The British household was even persuaded to cut down on its consumption of tea and to eliminate the traditional but wasteful "teaspoonful for the pot." Another immediate result of this campaign was to increase the nation's home-grown wheat output 20 per cent.

So successful was the campaign that retrenchment in every form of expenditure and personal luxury was effected, says Mr. Marcosson. So great an era of economy resulted that one world-famous costumer was obliged to close his London establishment.

Todd Protectograph Company Incorporates

After doing business for 16 years as a joint partnership, the Todd Protectograph Company, of Rochester, N. Y., has been incorporated, with a capitalization of $1 500,000 in preferred stock and 100,000 shares of common stock. No stock is offered the public and none will be sold except a certain allotment of preferred stock to members of the organization who have been active in the company for a long period.

The directorate will include the factory superintendent, who was with Todd Brothers when the business was started, and eight district salesmen who have been on the sales force continuously for 12 years or more.

As the Minerva head stands for The Ladies' Home Journal, and the portrait of Benjamin Franklin for The Saturday Evening Post, so the medallion of George Washington represents

The COUNTRY GENTLEMAN

More than 60 years ago the likeness of the "first American country gentleman" was placed on the title page, with this comment by the editor of that period:

> The independence and magnanimity of his character, the energy and decision of his actions, the excellence and simplicity of his whole life; his love of rural pursuits, and his devotion to his country, make him a type of the American country gentleman.

Later the medallion disappeared, but with the issue of November 27 it is restored, together with the equally historic sub-title, "A Journal for the Farm, the Garden and the Fireside."

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

There has been a goo

to the effect that mail order subscriptions are super

We assert that men-secured subscriptions are of better quality than those secured by mail when the field force is properly organized and operated.

We assert that the publisher who argues that mail-secured subs are best, when that's the only method he cares to pay for and use, is making a virtue out of a defect, cutting the suit to fit the cloth.

We assert that when a publisher "tries out" a cheap, small, experimental field force against a well organized mail order department and then presumes to pronounce judgment in favor of the latter, he is woefully biased. Maybe the expense of the field force has given him a list to port.

We assert that no one system is as good as both. The Hill Publishing Company uses both, has used both intelligently and thoroughly for many years and believes it is in a better position than any other publisher of technical papers to know the advantages and limitations of each method.

Any subscription campaign must aim at one ideal —to secure as interested readers all the buyers or those who influence buying in a given industry.

If one method of securing subscriptions is used, the publisher limits his list to that class which answers his letters.

Are there no others worth while to the advertiser? You know the answer.

What will the publisher do about those others? Give them up? Deprive his advertisers of that great buying power? He'll have to

THE HILL ENGIN

(ALL MEMBE

Engineering and Mining Journal—Engineerin

HILL BUILDIN

leal of porous talk

) those secured by men. We rise to object.

vhen his "one method" ails him.

A 10 per cent result is emarkably good for a mail rder campaign. If he is vorking on a high-class list f the "very best people in he industry," what becomes of the 90 per cent?

In this concern the 90 per cent is taken care of by he salesmen and the largest possible percentage is sold.

A good mail order department plus a well trained field force is the answer to the eternal question of how to secure a subscription list representing the greatest buying power.

"Get the buyers"—that's the slogan of the 40 Hill subscription salesmen.

They work on a salary and expenses basis; they must report the occupation of each subscriber, and regularly those reports are checked for accuracy.

"Get the buying power—no others—in one plant and move on to the next," is another rule of the field force.

That is "selected" circulation in the true sense.

These men penetrate where no "lists" exist. One has completed a 6,000-mile trip through Alaska. Another is now in South America, "finding the buyers."

"Bulk" circulation is simply a trap for an advertiser's money.

You cannot weigh the circulations of the Hill Engineering Weeklies by the ton nor measure them by the "gob." They represent something infinitely finer than bulk stuff—something infinitely more valuable.

They represent buying power—

Deliberately sought after and secured buying power.

RING WEEKLIES

THE A. B. C.)

ews—American Machinist—Power—Coal Age

EW YORK

Create the Buying Impulse

¶ ***YOU*** can't tell—neither can we—whether or not the little brochure with the above title, now running on the presses, will interest you.

¶ It presents a new viewpoint on a very old and universally important subject—the way to "Find the Woman."

¶ Briefly it outlines "The Sperry Magazine Plan." We will gladly send it if you will ask.

Here Is One Result

THE HAWLEY DRY GOODS CO.
Bay City, Michigan

November Eighteen
Nineteen Fifteen

Referring to the National Home Monthly, "The Sperry Magazine", we wish to say that it is taking wonderfully well with the people. They not only seem to be interested in the clever fiction, but also in the style hints and household suggestions as well. Your Magazine compares favorably with many others on the market for which people have to pay out their good money. On distribution days, we not only notice an increase in the number of people throughout our store, but also a considerable addition in the receipts at the end of the day. We are exceptionally well pleased with your efforts.

Respectfully,

The Hawley Dry Goods Co.
per S. C. Musial

NOW is the best time to send for the Booklet

THE SPERRY MAGAZINE

FOR THE WOMAN-WHO-BUYS

Two West Forty-fifth Street - New York

WILLIAM STARR BULLOCK, *Business Manager*

500,000 Circulation Guaranteed

Armour Theory of "Consumer Acceptance" Through Advertising

By Paul E. Faust

Reprinted by Permission from "The Armour Magazine," November

A GREAT deal has been said and written about *consumer demand.* Both to salesmen and to dealers. Emphasis has been placed on the word *demand.*

And as a consequence many salesmen and dealers think of advertising as a great big, gigantic influence that must *force* results.

Because so many speakers and so many writers have talked about Consumer Demand, this term has come to be almost identical or synonymous with Advertising in the minds of many.

Too many salesmen have been taught to believe that consumer demand would force distribution.

And too many dealers have gotten the wrong view of advertising because they read somewhere that consumer demand would force dealers to handle this or that commodity. "Consumer *Demand*" is a bad phrase.

It has crept into our business language and has kept many from thinking sanely and broadly about Advertising and its benefits.

The men who have been the big losers have been those dealers who got the wrong notion about advertising and felt a kind of resentment toward advertised goods. It is extremely important to Armour and Company that dealers everywhere get the right idea of advertising. And Armour salesmen must be the ones to tell dealers the truth of this modern aid to better *retail* business. To better buying, to better selling, to better profits.

This is what Armour and Company want dealers to realize! Namely—

That Advertising to the consumer produces results in *two* principal ways:

1. By inducing consumers to ask for goods by name.
2. By inducing consumers to accept goods when the dealer offers them.

We can call this, briefly,

1. Consumer Demand.
2. Consumer Acceptance.

Armour and Company have made an extensive study of the development in this principle of advertising and merchandising because of what it means to the Armour selling organization.

Records were kept by a number of grocers of orders taken over the 'phone. Especial attention was paid to dealers who called up their customers by telephone for their morning order.

Count was kept of the number of products ordered by the consumer which were specified by brand name. About ten per cent of the items ordered by housewives over the telephone were specified by name or *brand.*

On some commodities the per cent ran higher than ten. On others lower. On breakfast foods the per cent was high—the same was true of flour, chocolate, grape-juice, ham, bacon and crackers.

Few people specified brand on olives, olive oil, sugar, salt, prunes, dates, canned peas and canned vegetables.

In between these groups was the insistence on brand of such package foods as lard, canned meats, preserves, catsup, extracts, spices, etc.

When the consumer visited the store, the request for brand was greater, caused, of course, by display of products, colors, store signs, prices and comparisons. It is very apparent that this shows the value of store display to complete the educational work of advertising.

Then there were tests of the acceptance of goods by the consumer when offered by the dealer. In this results were most conclu-

sive. A household buyer who might not request a brand by name was found to have very positive preference when unknown brands or questionable values were pushed by the dealer.

In other words, the average consumer was found to have a choice which she might indicate by demand or, on the other hand, by veto of the dealer's offerings.

It has not been possible to calculate definite figures or percentages on how much of the value of advertising is in Demand and how much is in bringing the consumer to the point of Acceptance.

We can see the fact to be plainly apparent that the attitude of Acceptance is quite as desirable as Demand. And that by advertising we can bring a community or a nation to the point of accepting long before positive demand would be made upon the dealers.

It is in this direction that dealers need decided education—in all lines, but certainly in food lines.

If a dealer endeavors to push an unidentified or below-standard brand with a consumer, and she rejects the article, the dealer has lessened the respect the customer has for his store and for his merchandise. If he pushes a brand the consumer quickly accepts, his selling has been made easier and he has his customer in the humor to do further buying. Contrast this favorable frame of mind with the attitude of a consumer who has just been through an argument with a dealer over a product or brand she firmly refused to buy.

As discerning dealers recognize how it is to their advantage to sell lines which consumers purchase readily and willingly, they will refuse to buy any other kind. Which means that, inevitably, dealers are going to center their investments and their attentions on names and brands such as Armour.

To be exact, they will become full-line Armour customers, because the full line of Armour goods is Advertised—under the powerful campaign behind Oval Label Foods.

As dealers realize how much more there is to advertising than Consumer Demand, they will all be in favor of advertised merchandise. Dealers will always favor good merchandise for its own sake. But advertising will invariably be something dealers will insist upon, because advertising will be valued by the dealer for its usefulness to him.

So that the Armour Institutional Advertising is being developed and enlarged at a time when every trade influence is in its favor. And Armour Advertising is being campaigned upon a plan that is the most Comprehensive, Practical, Far-reaching, of any undertaking in this line, and whether measured in value to salesmen or to dealers.

Mention was made earlier that many salesmen attributed to advertising the power to *force* distribution. Advertising cannot effect distribution unaided. It has on a few products, to be sure, but these have been specialties affording an extreme profit.

Salesmen should note that advertising works for them much as it does for the merchants—

Dealers make some purchases unsolicited. They make most of them because of salesmanship.

Or we can say of the dealer just as we said of the consumer, concerning advertised brands, part of the result of advertising is

Dealer Demand.

The big result is

Dealer Acceptance.

As Armour advertising continues on present lines, it makes new conditions. New sales possibilities are created. Dealers who previously bought a few items will buy or accept more of the line of specialties under the Armour Oval Label. Dealers who formerly refused to buy will be found to have a new appreciation of the Armour brand and the Armour foods.

As dealers try a few items and push them and find the consumer keen to accept them, the dealers' enthusiasm will certainly grow.

Armour Advertising, therefore, is the chief aid of the Armour Selling Organization, but no matter how good, or practical, or extensive the advertising is, the main work of selling Armour Specialties is up to the men.

A Campaign Reversal That Put Goods in Motion

After a False Start a Closer Linking of All Factors Gets New Specialty Started

Based on an Interview with

M. E. Vose

Sales Manager and Treasurer of the Carpenter-Morton Company, Boston, Mass.

IF you had been selling the paint trade since 1840 and then brought out a new specialty, wouldn't you naturally turn to paint stores as your logical outlet?

As the Carpenter-Morton Company, of Boston, manufacturer and jobber of paints and painters' supplies, has recently celebrated its seventy-fifth anniversary it is to be presumed that it knows the paint field, and that is what it did—and then later made a complete reversal of its plan.

Several years ago the company conceived the idea of Colorite, which is liquid designed to refinish ladies' and children's straw hats when they have become soiled or weather-beaten and do not look quite good enough to re-trim. With those of an economical turn of mind or of limited income, the preparation has proved to be very popular, inasmuch as one can purchase a bottle of it, apply it with a brush, and color any ordinary-sized hat to look like new, in most any color desired, for 25 cents—a small fraction of the cost of a new hat. The product is also advertised for coloring canvas, satin and silk shoes and slippers and for basketry.

The
George L. Dyer Company
42 Broadway
New York

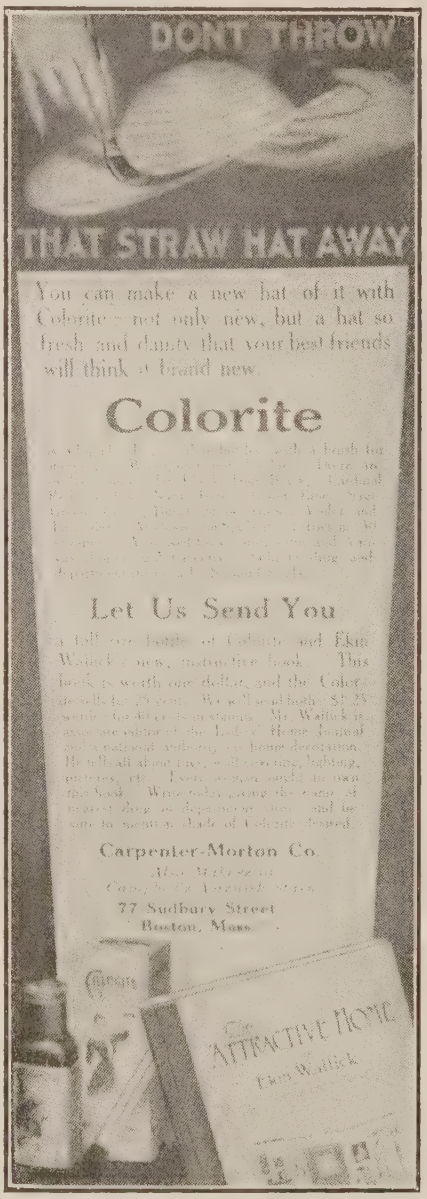
Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Being paint, varnish and stain makers, the coloring material for hats being what some would call a "paint" or "stain," the paint stores seemed to offer the manufacturers the best outlet both for distribution and sales. "Seemed" is used advisedly, for although it was thought that Colorite could be sold by paint dealers throughout New England and it was quite well introduced, it did not move. The sales were very small and profits unsatisfactory.

And so in the fall of 1910 the possibilities of this specialty were very carefully considered and its market analyzed with the result that it was finally decided that the best outlet for an article of this nature was the retail drug store. Representatives were sent throughout the country to call on the leading wholesale druggists prior to the starting of an extensive advertising campaign in the leading magazines. It was desired to establish thorough distribution so those who responded to the advertising could readily purchase the article, and so the salesmen were instructed that if they could not induce the dealer to buy, they should consign the goods temporarily or until such time as the makers created a demand that was sufficient to warrant an outright purchase by the jobber.

After making jobbing connections in a large city the company immediately made what was called a zone around that city in territory adjacent to where the jobbers' salesmen solicited business, and, at the proper time, forwarded to every retail drug store in that zone complete information illustrating not only the store selling helps but also the general advertising that was to be started in the spring of 1911. This plan was carried on throughout the United States. In order to keep in touch with the jobbers' sales force, lists of all salesmen and their addresses were secured, and bulletins were sent to each, keeping them informed of the success of Colorite from time to time during the selling season.



A SPECIMEN OF THE SEASONABLE MAGAZINE COPY

The company's salesmen do not now call on the jobber at all. The entire force of 30 men confines its selling efforts to the retail drug stores.

The department store trade is reached by means of two special salesmen who start, one going Southwest, the other Northwest on January 1st each year to visit department stores only and they sell the new specialty exclusively. It now has become one of the leading specialties in drug stores, in fact many druggists say it is the fastest selling seasonable specialty that they carry in stock.

The salesmen's co-operation in all plans is insured by means of the salesmen's monthly meeting, called the Carpenter-Morton Club, at which there is an open discussion on all business subjects. The

This Particular Thursday

IN LOOKING BACK over the busy and anxious year now closing it is natural to urge thankfulness for food and shelter and safety, for these first necessities of life which we have to-day in greater measure than any other nation on earth. But these are not the essentials. The peculiar fortune of the United States still consists in the dominance here of certain principles of justice and freedom. We have our full share of bigotry and tyranny and greed, of the selfishness that seeks to rule others unjustly, and of the envy that lusts to pull others down; but these evils have not been erected into the governing principles of our community life. There are rulers in other lands, with public opinion to back them, who hold that some races must be kept under, that certain countries are natural enemies and must be crushed to "guarantee" the future safety of their own, and so they reenact the ages-old tragedy of strife and cruelty. The United States has a better working creed than that—a faith that the world is wide enough for all men. This faith is not always proved by our deeds, for the daily record is marred by the carelessness that freedom sometimes brings, by the schemes and compromises of political cowardice, by the shortsighted wrecking haste of strong men absorbed in our changing modern life. But in the long run the planet from which we take our course is the peaceful star of humanity, and it is for this guiding vision, above all else, that we Americans have cause to keep Thanksgiving Day.—*Editorial from Collier's, Nov. 27th.*

The Automobile Industry of America Has a Strong Constructive Force Back of it in The NEW YORK AMERICAN, Which Prints Real, Informative News From Real Experts, of Great Value to Dealers Who Sell Automobiles, to people who own Automobiles, and to people Who Are Going to Buy Automobiles.

Our Automobile representatives are arranging to visit the Automobile Manufacturers prior to the Annual Automobile Show which opens in New York December 31, 1915.

They will have something positive and definite to say to the manufacturers, for they understand the New York market thoroughly. They are possessed of facts regarding conditions which manufacturers will wish to know.

NEW YORK AMERICAN representatives are able to show, in a very forceful way, the co-operation which the paper gives the Automobile Industry. They will show the complete, instructive and interesting Section of the Sunday American which is devoted to automobiles.

They are going forth this year with an optimistic message. They are going to show manufacturers that the Automobile Industry is yet in its infancy in the New York territory. They will be able to convince them of the selling qualities of the NEW YORK AMERICAN—how it can be employed to stimulate the business here.

Easily a quarter of all the people who own Automobiles in New York are readers of the NEW YORK AMERICAN.

Certainly a quarter of the future owners of Automobiles must come from the ranks of the NEW YORK AMERICAN'S readers, who represent actually ONE-FOURTH of all readers of New York newspapers—which means that they also represent ONE-FOURTH of all of the money spent for all purposes.

The *Annual Automobile Show Number* of the NEW YORK AMERICAN will be issued on Sunday, January 2nd, 1916.

It will go into the homes of 700,000 regular buyers of the SUNDAY AMERICAN, which means that it will be read by at least *two and one-quarter million* people.

This of itself will be a big *Automobile Show*, for it will put on paper an accurate reflex of the show to be held in Grand Central Palace.

It will give illustrations showing the latest models, the new accessories, etc., and it will contain articles of great value from the foremost men of the Automobile Industry—leading manufacturers, engineers, designers, etc.

But—we will leave the remainder of the story to be told to manufacturers by our representatives.

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Members Audit Bureau of Circulations

club takes a vote on different questions and the company is pleased to have all ideas brought out, and argued pro and con. That is what the club is for. The salesmen "talk up" the advertising to the druggist just as much as they do the goods and carry with them for this purpose a book showing all advertising plans and dealer helps.

The progress of the company's selling plan is demonstrated by the fact that this specialty is now handled by over 300 wholesale drug jobbers.

Only a few sets of dealer helps are placed with jobbers, the plan being to send all advertising matter direct to the retail druggist, although the jobbers fill all dealer orders taken by the company's own salesmen whose duty it is to find out through what jobber the dealer wants the stock sent.

As an indication of the thorough co-operation given the druggist, the following list of dealer helps offered with the initial six-dollar order is illuminating.

(a) A cut-out, in colors, for window or counter, 14 inches wide, 19½ inches high, showing a girl leaning through a giant hat and holding an actual straw hat (miniature size) half colored with Colorite, also a picture of the package.

(b) Two counter stands 11 x 11½ inches that hold six packages each. Each is lithographed, and has attached to it ten pieces of straw braid in different colors.

(c) A metal sign 9¼ inches wide by 5 inches deep, in three colors, arranged to stand on counter or hang on the wall.

(d) Lithographed color cards with eleven sample shades on actual straw.

(e) A window trim in ten colors and seven pieces, showing the various shades that may be secured.

(f) Poster stamps lithographed in six colors.

Of course, the specialty is a seasonable proposition and plans for the 1916 campaign are about completed.

Beginning in February, a mail campaign embracing every druggist in the United States and Canada will be started and orders solicited on a card to be mailed to the druggist's own jobber. An outline of the general advertising campaign will be given, together with a description of the selling helps, talks on the article and dealer profits.

Advertising in trade papers will start in February also.

The company gives special attention to its trade journal advertising, using either front or back cover pages or inserts—always in two or more colors, never merely black and white.

The 1916 consumer advertising campaign which will start in March is the strongest ever undertaken by the company for Colorite and calls for nine magazines, including women's and Sunday magazines.

A map showing the distribution of their circulation in each State accompanies the literature sent the dealer.

In addition to this a list of 15 Canadian newspapers and magazines will be used.

The appropriation for 1916 is 33 1/3 per cent larger than for 1915, which in turn was larger than for any previous year.

Advertising Dentists Will Test Ohio Law

The first step has been taken to test the validity of the law passed by the last Ohio legislature prohibiting a dentist from advertising in any manner other than under his personal name. Dr. Horace G. Hamilton, of Cincinnati, has been arrested and released in a friendly test of the law after circulating advertising handbills which technically constitute a violation of the statute. The case was to have been carried up to the higher courts, but Dr. Hamilton died a few days after the fight was started, and a new start will have to be made with another dentist as its subject. The association of advertising dentists intend to fight the matter to the highest legal tribunals, in order to get an authoritative construction of the law.

Bergen Leaves St. Louis "Republic"

Howard L. Bergen, who has been for 14 years past with the St. Louis *Republic*, for a number of years past as assistant advertising manager, has resigned and joined the advertising department of the St. Louis *Post-Dispatch*.

An Index of General Prosperity

Better than the rosiest reports of prosperity from any one group of industries is the following record of equipment purchases which we reprint from the *Railway Age Gazette*. As an index to general business conditions it speaks for itself, for it really reflects a widespread tendency, and is not merely the result of boom conditions in certain industries or in certain sections of the country.

"The Equipment column

Editorial
PRINTERS' INK

—Besides Printers' Ink's $36,000,000

Let us bring Printers' Ink's figures ($36,000,000 for railway supplies and equipment during October, quoted from the November *Railway Age Gazette, Mechanical Edition*) up to last Saturday morning. Let us prove conclusively that bigger and better business is HERE.

During the last three weeks the Billion Dollar Customer has spent in addition

$ 5,070,000 ..... for Locomotives*
13,500,000 ..... for Freight Cars
68,000 ..... for Passenger Cars
4,672,500 ..... for Steel Rails

An aggregate of $23,310,500. Add this amount to $36,000,000 already expended, and we have $59,310,500 spent for but four items.

Printers' Ink in its editorial of Nov. 18, 1915, sums up the present situation succinctly and to the point. *"It means that increased traffic is really at hand—not merely promised—and an increase in traffic means an increase in business over a wide area and in a multitude of various lines."*

In passing let us add that the Billion **Dollar** Customer reads the Simmons-Boardman Publications with **confidence** and **interest**; that the advertising pages of these four **publications** influence and often determine the choice of supplies and equipment. May we submit an analysis of the sales possibility of your product in the railway field? No obligation.

*Since the above figures have been reported $900,000 more have been expended for locomotives.

SIMMONS-BOARDMAN PUBLISHING CO.

NEW YORK CHICAGO CLEVELAND

Members Audit Bureau of Circulations

Railway Age Gazette | The Signal Engineer | Railway Age Gazette | Railway Electrical Engineer

"Representat

What should they Represent?

Every woman's magazine shows you representative articles. What should they represent? Big author? Big subject?

Or first what the editor knows his readers want?

We are sorry for the editor who has to average tastes between big city and small town. It is a job for a crystal gazer.

Woman's World readers, being small-town people, tell us they want articles on the country. They are not more interested in city life than city people are wrapped up in small-town life, although they buy as much if not more goods.

They are a pretty earnest lot, these Two Million long-term subscribers — with time to think and big horizons. So we please them with big, broad, national articles.

Lately we gave them a series on the work and plans of the Reclamation

e Articles"—

Service by C. J. Blanchard, Statistician — with an inspiring introduction by Franklin K. Lane, Secretary of the Interior — a gentleman whose words mean a great deal to them. — "The Desert's Awakening" — "How to Get an Irrigated Farm" — "Our Southwest, the Land of Mystery and Enchantment."

BANG! Like that the Woman's World Idea hit the bell!

We had given Two Million readers exactly what they wanted.

Right there is where the Woman's World Idea makes good for manufacturer as well as reader.

Woman's World does not have to straddle. Its representative articles represent all its subscribers. Perhaps it is the only magazine which really does this.

Is Woman's World, then, a "Class" publication?

It is — but there are Fifty-three Million people in the class.

We think you have something to sell them.

WOMAN'S WORLD
"The Magazine of the Country"

Strictly A Family Affair

Aptly describes the field of

The Mother's Magazine

OF COURSE IT FURNISHES excellent fiction from the pens of top-notchers, stories for the children, and interesting and timely features.

BUT ITS REAL MISSION is one of practical service to the mother in every phase of the family and home life.

HER SUBSTANTIAL appreciation of such a magazine explains its unusual advertising value, for these 600,000 appreciative mothers are the family buyers in 600,000 desirable homes.

THE MOTHER'S MAGAZINE

ELGIN - - ILLINOIS

New York Chicago St. Louis

February (Gardening Number) forms close December 20.

Building a Strong Sales Staff by Developing the Men Individually

An Executive in a $50,000,000 Corporation Describes His Procedure

By a Notably Successful Sales Manager

IN PRINTERS' INK for November 4, 1915, under the heading of "A Few Confidential Remarks About Sales Conferences," Charles Austin Bates makes clear what I believe to be one of the prime essentials of successful sales management. "Humanize the organization. Individualize; each man has his own peculiar weaknesses and his own strong points," says Mr. Bates.

While in the article in question this principle is suggested for sales conferences, I do not believe it can be overdone in the every-day, routine work of a sales manager. This applies particularly to the training and development of young salesmen—men just out of college, taking their first jobs. This is the material with which many managers of national organizations must work nowadays. My experience is that, in my own line, at least, there is not enough individualization in sales managers' treatment of such men. There is too strong a tendency toward hasty judgment of a youngster's ability. After a year on the territory, he is either a "star," as young stars go, or he is chucked off the crew. Many such errors of judgment necessarily arise from lack of knowledge of the individual, either on the part of the sales manager or the district supervisor.

A good deal of my faith in the personal-equation policy as applied to young salesmen undoubtedly is based upon the record. Of the four members of the sales committee, my three associates have spent from seven to nine years with the company, and only one of us is 35. I have been with the company 14 years, commencing when I came to New York at 21.

The Pacific Coast district supervisor was pronounced a misfit in this line of business—placing a 20-cent branded commodity with jobbers and retailers—for the first three years of his connection, and worked a dozen different territories. The Chicago manager, after two years in another line of business, has come back into the organization, and when he resumed correspondence with us, with an eye toward regaining a position perhaps in charge of a district, we replied, re-opening his old position, just as though he had simply been on a vacation. We knew he would come back and we knew what he could do. The girl who was my stenographer eight years ago—and pretty nearly every vice-president ordered me a couple of times to fire her—is now private secretary to the president.

SEARCH FOR LATENT ABILITY

In the above, instances are cited to prove not only what individual treatment has done for the sales manager of this company, but what it is very likely to do for any sales director who is willing to dig—dig hard for whatever ability there is in a man. If there isn't enough ability to measure up with the rest of the organization, of course, that's another story. The point is to find out how much ability exists in the chap whose only accomplishment in 22 or 23 years has been securing a diploma.

The sales manager of another company in this line took a run up to New Haven a couple of years ago. His district chief had rounded up, out of the Yale class, a dozen or so applicants for positions as salesmen. If they made good they were to be given jobs as missionaries, samplers, specialty men to assist jobbers' salesmen, etc.

It happened that I came to know something about these youngsters, so I can describe them. They didn't know anything about selling, and they admitted it. They said, in effect: "We understand

that your line of business offers opportunity to pluggers, and we are willing to spend a couple of years in your employ to see what there is in it for you and for us." The members of the squad were pretty nearly all related—fraternity brothers—and they had spent four years together trying out for the team and indulging in rushes and cramming for exams., so that going into business was an event attended by a good deal of friendly rivalry and a world of "class spirit." They were upstanding, intelligent youngsters, and, handled the right way, a man might have developed some very fair salesmen from the dozen.

The man from headquarters lined them up in one of the parlors of the Taft Hotel.

"Now, looky here," said he. "I know you college boys like a book. I know you think that traveling for a big corporation will be hot sport. I know how college boys soldier on the job, how they waste their time with girls and are 'sick' every Wednesday and Friday afternoon, when Gaby Deslys plays a matinee. I know they throw samples around like water and send in expense accounts with candy and ice cream charged to 'entertaining a customer.' I tell you boys this, so's you won't try any of these tricks when you take a job with this company."

One of the group, who was credited with having made a "Y" in his freshman year and who had acted as spokesman for the rest, stepped forward.

"If that is your preconceived opinion of Yale men, Mr. G.," he said, "I think I am speaking for the rest of the fellows when I say that none of us cares to take employment with your company."

Later on, I got three of those men with this company. No startling results have been forthcoming. But they have held their jobs, and one has been given regular territory.

Undoubtedly, a man dealing with young salesmen has to cope with all their potentialities for good and evil. If the great possibilities for success that exist in a green crew are to be brought out for the good of the company, and if the evidences of inefficiency, and worse, are to be discovered before much money is spent upon the misfits, individual treatment is essential.

I do not believe in giving a new man a baptism of fire, impressing upon him all in a lump what he is expected to do and what he is not expected to do. Nor do I believe in calling men "on the carpet," either for admonitions or instructions, at any time except in actual emergencies.

ADVICE THAT DOESN'T HURT

In the first place, the most natural and easiest way for a man to receive detailed instructions is during a period of from two to six months, in the course of ordinary conversation. In the second place, it saves the salesman's time, during the very valuable period in which he is learning his a, b, c's, to go out on his territory and tell him what you want to tell him at the hotel after supper or during a leisure hour. Let your district manager follow that procedure. Or, write your man a letter, to ask how he is getting along, and let the instructions come in the conversational form of "It has just occurred to me that you will find it safest to"—or,—"In your territory, it has been my experience that." A youngster who is going to be a salesman will probably remember for years what he believes you are telling him *for his own good* during those first weeks amid new surroundings in a new occupation. A youngster who is not going to be a salesman will not remember them long, whatever you tell him and however you phrase it. He is very easily discovered when it's time to exercise the pruning-knife.

While no sales manager wants to or will condone an actual breach of ethics, oft repeated, there are ways to impart a warning without making a direct charge, or creating an issue between employer and employee. Here in this office we generally say to beginners: "Jack, the company only asks you for a square accounting, just as our officers have to give a square accounting

to the stockholders. We don't expect that there will never be a time when you have to go to the dentist's in the afternoon. All we want is for that visit to the dentist to appear on your daily report. We don't want to hear about it first from somebody who comes in and says you were off that afternoon. Very probably, there won't be many cases of this kind, anyway, for nearly every dentist will make engagements after business hours, you know. When a raw, rainy morning comes along, and you get a pain in your chest, there may be grip coming on. You are worth more to the company well than sick. We don't look for any results in the order-book if you tramp around in the slush with a splitting headache. You're worth more to us in bed. Just say so in the daily report. But, of course, a man who is sick every few days, or a few days every month or two months, cannot get along in business."

Systematic training is readily given along the lines of the above, and is as readily received by a large percentage of the young blood from whom most sales managers must now cull their local crews. A somewhat unusual policy of this office is never to praise a man without making it plain that his special effort was just what we all expected. "Great work, Jim!" I often say. "That's just what the company expects of men like you in a situation like that." This is quite a large organization, with something over $50,000,000 capital, and we feel that, while we can never afford to let a man think he has done something that nobody in the building ever dreamed possible, we are bestowing the very highest possible praise in saying that the man's accomplishment was *exactly* what the president would wish him to do.

Some of the details of sales management that I have found to be successful, as described in the preceding, may strike the rule-o'-thumb man who is driving his organization hard and getting great results as being fanciful beyond the bounds of business practice. I am taking chances before the court of your stern, calm judgment, I dare say, in describing just one more policy of ours.

Wherever and whenever possible, I make it a point to become acquainted with the parents of a man. You would probably laugh at the lengths to which I have gone to be able to ride home with a new man without exciting nervous embarrassment. I have schemed to have him invite me home to dinner. I have driven my car stealthily along the Drive when I understood that Sam was going to take his girl out for a walk.

For it has been proved in numerous instances that there is nothing so effective as a touch of the home influence when you've got a youngster on territory and he begins to foozle. It may be a day's lay-off and a spell of grouch after too much of a good time one evening. Or perhaps the less demoralizing desire to spend business hours looking at points of historic interest in a new town. (I've seen them that way, sometimes.) Or it may be just plain homesickness.

But when a promising youngster commences shooting back sassy letters, or no letters at all, your chances of holding him as a link in the chain—durable links are hard enough to forge, so there's no wisdom in missing a chance at one—are brighter when you can speak of the folks at home as the folks at home, not as "your father" or "your mother." "You love the Little Mother, don't you, Bill? Well, I don't want you to succeed for this company nearly as much as she does," I've said to a man after a bad night. Just a word or two—and I'm off to a discussion of the new day's work. It brings results.

Sob stuff? Perhaps not so much as you think. We were all "just starting out" once upon a time, and we've all had mothers, and we've all had our bumps.

I have always considered an evening spent "tying up" with a new man to be a most profitable and in most cases a permanent investment.

Retailers' Campaign Against Dishonest Advertising

The Retail Merchants' Association of Washington, D. C., has inaugurated a campaign against fraudulent and misleading advertising in the District. A committee has been appointed to hear and investigate complaints, and the public is notified by the following quarter-page advertisement in the newspapers:

"The Retail Merchants' Association announces to the public that it will be glad to receive and investigate complaints of False and Misleading Advertising appearing in any medium or form in the District of Columbia.

"Complaints must be filed by letter only, and wherever possible a copy of the false or misleading advertising statements complained of should be attached to and made a part of the letter.

"Reliability is the watchword among the members of the Retail Merchants' Association, and this organization offers its machinery and influence to the end that at no time shall any one be imposed upon as the result of a false or misleading statement."

It is announced that the committee will ask Congress to pass a law prohibiting fraudulent advertising in territory subject to Federal jurisdiction.

Making Advertisers for Trade Papers

M. C. Robbins, general manager of the David Williams Company, New York, addressed the November meeting of the New England Trade Press Association on "Turning the Prospect into an Advertiser." The three principal elements involved, Mr. Robbins said, are (1) the story; (2) the salesman; (3) the advertiser. He analyzed these with the aid of charts which showed the elements affecting the efficiency of each.

James H. Stone, editor of the *Shoe Retailer*, Boston, spoke on "Legitimate Co-operation Between the Editorial and Advertising Departments."

Emphasis was laid on the fact that the advertising solicitor who seeks the kind of co-operation that means giving a prospective advertiser, or an advertiser, a puff, is not helping himself as he thinks he is, but lessening the value of his publication, making it less readable, and, therefore, less attractive as an advertising medium for the advertisers that the solicitors are trying to serve.

Two New Accounts to Dooley-Brennan Company

The Dooley-Brennan Company, Chicago, advertising agency has recently closed contracts with the Cornell Wood Products Company, of Cornell, Wis., and Chicago, and the Vesta Accumulator Company, advertising Vesta storage batteries.

This agency has secured ten accounts since it was established less than a year ago.

Hurley and Adams to Address A. N. A.

The annual meeting of the Association of National Advertisers will take place at the Hotel Astor, in New York, on Wednesday, Thursday and Friday, the first, second and third of December. Morning and afternoon sessions will be held on each of these days. A big attendance of A. N. A. membership—representatives and executives from their member-companies—is expected to take part in the very important discussions which have been scheduled. Purely organization subjects will be covered in the smallest amount of time possible and round-table discussions will be a greater feature than ever.

The business meetings on all three days will be open only to members of the Association and additional executives from their companies. In the evening of the first day, Wednesday, December 1st, the Association will hold its Annual Dinner. This will be the first Annual Dinner of the Association to which a selected list of publishers, advertising agents and advertisers not members of the Association has been invited. Invitations have been sent to a selected limited list of men who are not members of the Association. An attendance of 350 to 450 is expected.

Among the speakers will be the Honorable Edward N. Hurley, vice-chairman of the Federal Trade Commission, and his remarks will no doubt be of great interest owing to the importance of the Federal Trade Commission's work to advertising and selling interests; Samuel Hopkins Adams, of the New York *Tribune*, *Collier's Weekly*, and *Saturday Evening Post*, will speak on real facts about honest standards in advertising and their effect upon national advertisers; Harry Tipper, president of the Association, who will be toastmaster, will also have a brief but important message to deliver. In all probability another well-known man will speak on an important advertising and selling subject.

E. H. Leonard with the Healy Shops, Detroit

E. H. Leonard, formerly sales and advertising manager of the J. L. Hudson Company, Detroit, has been made general manager of the D. J. Healy Shops, of the same city. The "Healy Shops" are in the nature of a department store, but each unit in the combination is run as a distinct business.

Before going to Detroit Mr. Leonard was with the Shepard Norwell Company and Houghton & Dutton, in Boston.

The Pacific Mills Expand

The Pacific Mills, Lawrence, Mass., have bought the entire print business of the Merrimack Manufacturing Company, of Lowell. The purchase does not involve the transfer of any of the Merrimack properties—simply the good will of the business, machinery, trade-marks, etc.

Women Who Dress Must Eat

To be an authority on the subject of women's greatest interest—Dress—is the strongest asset a publication can have.

Women who dress must eat, must live in houses, must have furniture, and all the other articles that are necessities or desirabilities of life.

Magazines that are authorities on dress have unique interest for and most potent influence over women of the better class. They are ideal media for advertising everything that women buy or influence the purchase of.

The magazines composing The Butterick Trio are acknowledged authorities on matters of dress. They give advertisers the ideal introduction into the ideal homes.

The Butterick Publishing Company

BUTTERICK BUILDING NEW YORK CITY

THE SOUTH

A Manufacturing Community

THE FACT that the South has really developed into a manufacturing section, and is making astonishingly rapid progress along industrial lines, will probably surprise the business men of other sections. The wonderful agricultural resources have been stressed to such an extent that the South has become associated with that pursuit solely in the minds of many. Yet the value of Southern manufactured products for this year is at least $4,000,000,000, or $1,000,000,000 more than the $3,000,000,000 derived from agricultural resources.

Manufacturing Development

From 1880 to 1909 the capital invested in Southern manufactures increased 900 per cent, and the value of the manufactured products 407 per cent. Of the 262 lines of manufacture in the United States, 236 are carried on in the South. The number of wage earners increased 50.8 per cent from 1899 to 1909, and there are now well over 1,500,000 in the Southern States. In the nine years beginning with 1900, the total increase in 92 leading industries was from $1,288,000,000 to $2,696,000,000, or 106 per cent. Sixty-five per cent of the new spindles installed in the United States since 1890 are in place in Southern cotton mills, which now operate 13,336,480 spindles and consume this year 3,163,388 bales of cotton, whereas the Northern mills use only 2,883,208 bales. In fact, already two Southern States manufacture more cotton than they raise.

A Pressing Demand

The SOUTH is a young Industrial Giant, impregnated with youthful growing energy. He is developing, and developing fast; and needs clothes, food, machinery and all other commodities. And, best of all, he has the money to pay for them. If you can supply him, let him know,—the cheapest and most effective way—thru the SOUTHERN NEWSPAPERS.

MEMBERS OF THE SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

For detailed information of any kind address papers direct.

ALABAMA
- Birmingham, Age-Herald
- Birmingham, Ledger
- Birmingham, News
- Gadsden, Journal
- Gadsden, Times-News
- Mobile, Item
- Mobile, Register

ARKANSAS
- Little Rock, Arkansas Democrat

FLORIDA
- Jacksonville, Metropolis
- Jacksonville, Times Union
- Tampa, Times
- Tampa, Tribune

GEORGIA
- Albany, Herald
- Atlanta, Constitution
- Atlanta, Georgian
- Augusta, Chronicle
- Augusta, Herald
- Macon, Telegraph
- Savannah, Morning News
- Waycross, Journal

KENTUCKY
- Louisville, Courier-Journal
- Louisville, Herald
- Louisville, Times

NORTH CAROLINA
- Asheville, Citizen
- Asheville, Gazette-News
- Charlotte, News
- Charlotte, Observer
- Greensboro, News
- Raleigh, News & Observer
- Raleigh, Times
- Winston-Salem, Sentinel

SOUTH CAROLINA
- Anderson, Daily Mail
- Charleston, News & Courier
- Charleston, Post
- Columbia, Record
- Columbia, State
- Greenville, News
- Spartanburg, Herald

TENNESSEE
- Bristol, (Va.-Tenn.) Herald Courier
- Chattanooga, News
- Chattanooga, Times
- Knoxville, Journal & Tribune
- Knoxville, Sentinel
- Memphis, Commercial Appeal
- Memphis, News Scimitar
- Nashville, Banner
- Nashville, Tennessean

TEXAS
- Austin, Statesman
- Beaumont, Enterprise
- Galveston, News
- Texarkana, Four States Press

VIRGINIA
- Lynchburg, News

This is the 7th of a series of advertisements prepared by the MASSENGALE ADVERTISING AGENCY, Atlanta, Ga., for the members of the S. N. P. A.

Sales Man—

Manufacturer—

Adv. Manager—

Copy Man—

Now appearing daily in The Chicago Herald is the greatest series of articles on business building that has ever been written in any time or any land. It is a symposium on sales development, contributed by the world's foremost experts in constructive selling.

No man interested in sales or advertising can afford to miss this series, this chance to read the best great brains can offer. The man who has arrived knows less than their sum total; the ambitious youth should thank his stars for this unique opportunity to sit at the feet of the great ones and learn.

Better Bigger Business

Read these articles daily in the Chicago Herald. They will cover every important subject of interest to manufacturer, advertising man and business man, and be written by America's greatest business builders. No sales manager, manufacturer or traveling man should fail to read every one of them, and the retailer will find in them much to learn.

Daily on The Chicago Herald's Editorial Page

(The buyers of the Chicago Herald pay $1,200,000 yearly for their daily Herald. At a cent a day their business amounts to that much. How many millions would it amount to in your line?)

Western Electric Company Makes Drive on Toy Model

Miniature Electric Cooking Stove Put on Market with a Double Purpose

THE Western Electric Co., of New York has joined the ranks of the increasing number of concerns which are marketing toy models of their standard products. This toy is a miniature cook stove which can be operated by electricity.

In bringing out this toy the Western Electric Co. has a double purpose—to advertise its regular line of cooking appliances and to add another product which conditions show can be sold at a profit. Some other concerns, like the Frantz Premier Company, manufacturer of vacuum cleaners, are willing to take a loss in selling the toy brand, charging it to advertising. Not so the Western Electric Co. This concern figures that it can get both the profit margin on the sale of the toy and the advertising value, too.

In the first place there is a market for new toys, especially those of an educational character. Then it seems that inventors and manufacturers have developed more toys of that type for boys than for girls, which offers a special opportunity in the latter field.

It is rather common knowledge that the toy market has been supplied in the past very largely by German producers, and the war has naturally put quite a crimp in the number of devices that American buyers have to choose from in selecting their stocks.

The company hopes to make the Western Electric Junior Range, its new educational toy for girls, as popular as certain electrical and mechanical devices are with boys.

This miniature cook-stove, though small, is the real thing and can be operated by electricity just as efficiently as an electric toaster or a chafing dish. The heating element is, in fact, very similar to that used in a toaster, but it is enclosed in a typical metal stove frame in such a way that the top and the oven can both be used for cooking purposes. The element of safety has been considered and all danger of fire or shock eliminated.

The company is not the originator of the idea, but has developed and improved the device sufficiently to make it of practical use and warrant a campaign for volume sales.

A similar article was placed on the market in this country last year by a German concern, but it was a crude affair and did not attain a large sale. Moreover, the foreign product was not obtainable this year, on account of the war.

Seeing sales possibilities in the idea, the company decided to arrange for producing the device in improved

MAGAZINE COPY WHICH INTRODUCED THE TOY RANGE

form in this country. The Junior Range was thus created to retail at eight dollars—a lower price, by the way, than that of the German product.

Its sale is being promoted mainly as a Christmas proposition and on the basis of a practical effort to secure extra business at a fair profit, although the company is not unmindful of the advertising value that this toy may have in developing a broader market for its regular line of electrical appliances.

Owing to the nature of this product, department stores and toy distributors offer the biggest distributing outlets, and this is incidentally the first attempt of the Western Electric Company to handle a product that classifies outside of the recognized electrical field.

THIS ADVERTISER DESIGNED THE TOY TO BRING TRADE FOR THE LARGER MODEL

As the large toy buyers usually visit New York and place the bulk of their orders in June, this device went on the market very late to get favorable attention for the current selling season, but the company is depending on an intensive sales campaign and the force of consumer and trade advertising to create a market in spite of that handicap.

After an analysis of the market the company felt warranted in planning to dispose of 50,000 of the ranges for the Christmas season, and an appropriation for publicity and dealer selling helps was made on a basis of the estimated sales.

The drive began on the department and toy stores in the form of a letter sent out to a list of 3,000 on September 4th from the New York headquarters. A printed enclosure contained a large illustration of the range, about half the actual size, with a short description and the wholesale and retail prices. The letter pointed out the sales possibilities briefly and urged the buyer to send to the nearest of the company's 30 distributing houses for a sample, which would be submitted for inspection without carrying charges or any obligation to buy.

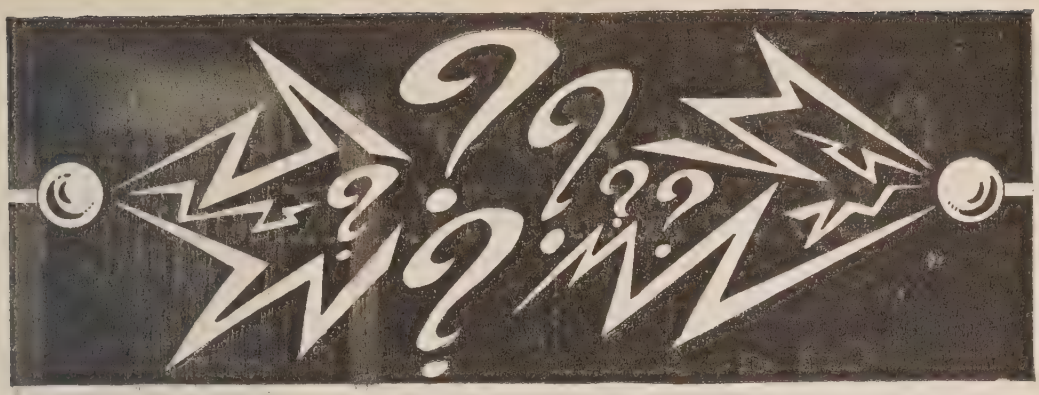
Word went out from the general sales manager to all branch houses to follow up this letter with salesmen assigned especially for the work, with specific instructions for sample demonstration and a sales story that would appeal to the merchandising instinct of big buyers.

This was followed by a printed broadside putting the proposition up to 5,000 central power stations and 10,000 contractors or dealers in electrical goods, to whom the sample offer was also made, but qualified by a time limit which expired on October 23.

HELPS TO QUICK ACTION

This broadside contained enclosures illustrating the dealer selling-help material that the company was prepared to furnish and proofs of national advertising, together with a return post-card for dealers to use in ordering either samples or merchandise and advertising matter.

The selling aids consist of con-



Electrical Questions

"Am going to build. How can I best wire the house? How can I best light the house?"

"Want to put small electric lights on the sides of my auto. Can I take current from the magneto?"

"Please give me some data on electricity in the home. Am writing a club paper."

"With wood at $5 a cord and current at ten cents per k.w.h., is it economical to buy an electric range?"

So the queries come day by day to the editor of our Electrical Department. In answering, Today's feels it is giving very practical help to readers, as well as valuable co-operation to the Society for Electrical Development, of which it is a member.

Sarah Field Splint *Editor*

Today's Magazine

[This is the sixteenth advertisement about TODAY'S editorial policy]

Put Your Paper Problems Up to Men Who Know

Call in a Bermingham and Seaman representative. You will find him well posted in all lines of the paper business, and not trying to sell one brand of paper to the exclusion of another.

We dispose of the entire output of a number of the biggest mills in the country. Our vast manufacturing facilities enable us to supply you with paper for every purpose at rock bottom prices.

Begin using our national service for your profit by getting our suggestions and prices on your booklets, catalogues, circulars, house organ or any paper requirement.

We are always glad to make up dummies and furnish samples. Using this service places you under no obligation, and may save you hundreds of dollars.

BERMINGHAM & SEAMAN CO.

Radium Folding Enamel—Crystal Enamel—Opacity—Samson Offset—Elite Enamel—Advance Bond—and other leading brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Detroit

sumer folders, display material, street-car cards and newspaper cuts. An illustration of a window trim and detailed suggestions for displays and demonstrations are also furnished.

The general consumer publicity used by the company will consist of two half pages in a national weekly and two full pages in a juvenile publication.

P. L. Thomson, the advertising manager, says that orders from dealers have already been sufficient to indicate the success of the campaign. Reorders are expected from many retailers who have ordered samples for display purposes, or in small quantities to test the demand, when the holiday trade has fairly opened up, and the company is prepared to make quick deliveries from all of its branch stocks.

Many representative stores in large cities have taken up the line with the intention of featuring it during the Christmas rush.

CENTRAL STATIONS TAKE HOLD

Central power stations have been interested from the standpoint of current-consuming possibilities and many of them will advertise the device in local newspapers, and in street cars where they operate traction lines.

The company anticipates that the Junior Range will be the first electrical appliance to find its way into a good many homes and be the forerunner of a bigger market development on other appliances.

This point of contact with the mother is being utilized by enclosing a booklet on household electrical appliances with each of the Junior Ranges. A Junior Cook Book is also supplied for the use of children.

The manner in which dealers have taken hold of the advertising helps is indicated by the demand for folders. The company placed an initial order for 150,000, but up to November 9 the run had mounted to 750,000 and the job was still on the presses.

Many central stations have arranged to send folders out as enclosures in their December invoices to consumers.

Chicago "Herald" Starts Merchandising Talks

In an effort to educate the business men who read the Chicago *Herald*, to the true significance of merchandising and advertising, James Keeley, the editor of that paper, has arranged with a number of prominent advertising men to discuss various phases of marketing in a signed editorial. The talks will run every day during the next six months.

Major E. E. Critchfield, president of the Taylor-Critchfield-Clague Company, contributed the articles the first week. In writing on "Keeping Up the Quality," he had this to say regarding the better course of procedure when prices must be raised or quality sacrificed.

"Manufacturers sometimes face the alternative of delivering a lower quality at the same price or sustaining the quality and charging a higher price. I do not hesitate to say that the safe solution of such a problem lies in being 'square' with the public; in raising the price if necessary, but never in lowering the standards by which the goods are manufactured. You have but to imagine the mental attitude of a customer who has been deceived to feel the conviction that this is the safe course to follow.

"I maintain that the ethics of business as applied to the way a thing is made are no different from the ethics of business as applied to the promptness with which a manufacturer pays a note or redeems any kind of a pledge. The manufacturing formula which made the product that a buyer tries as an experiment is indeed a pledge to that buyer that when he buys again the product will be as good as it was the first time."

Crosse & Blackwell, the English canners and picklers, were cited as an example of one class of non-advertisers by Witt K. Cochrane, of the Witt K. Cochrane Advertising Agency, Chicago, who wrote the second week's articles. "Quality Can't Stand Alone" was the subject of the editorial, a portion of which follows:

"Crosse & Blackwell, the celebrated canners and picklers of London, recently asked an American business man:

" 'Why is it that our trade in America is steadily falling off? In every other country we are supreme.'

"That isn't a hard nut to crack.

"It is because they have done absolutely nothing to perpetuate their name.

"They have overlooked present and future generations. Present generations scarcely know the name of Crosse & Blackwell.

"Meantime, what? Meantime every enterprising American canner is pounding his name and his brand into every household. He is displacing Crosse & Blackwell, who are as silent as the sphinx. The name of Heinz and his fifty-seven varieties is a household word. We all know Reid, Murdoch & Co., Sprague, Warner & Co., Libby and the rest of the good ones. They are taking the place of Crosse & Blackwell in the minds of present and coming generations."

Extending the "Life" of Dealer Helps

Fourth of a Series of Articles Reviewing the Material that Advertisers Are Furnishing Dealers This Fall

TWENTY-FIVE dollars seems like a lot of money to put into one dealer piece. It is more than some advertisers formerly spent on dealer-helps altogether. Yet that is what it costs to produce the hand-painted Paris Garter easels which are being shown by the better stores in the large cities this fall. And that is only one of a number of costly helps that are going the rounds, which in the last analysis cost *less* than some of the cheaper and less durable material.

The reason for this is that material of this kind can be leased to dealers and put on a circuit in much the same manner as some of the paper companies travel "educational" demonstrations from school to school. Making the help do double duty in this way increases the circulation and decreases the cost per showing. More than that, the display can be routed through a circuit of high-class department and chain stores in the larger cities, stores which would not use less elaborate helps at all, so that in addition to getting more circulation for the investment, the advertiser also gets better circulation.

Quite often it is possible to work a complete selling campaign around these traveling "helps." Take the Corticelli playful-kitten display, for example. This is a motion display which shows a kitten playing with a spool of silk, a parody on the trade-mark of the Corticelli Silk Mills, of Florence, Mass. The company tried for years to bring out a practical, fool-proof display which could be sent from dealer to dealer, and finally developed one which it had made up in quantities. These displays were then distributed to various sales offices, and from there routed by the salesmen. In this way the co-operation of the salesmen was secured, and the company was sure of putting the displays out where they would do the most good. The

THESE EASELS COST $25.00 AND ARE SENT FROM ONE DEALER TO ANOTHER IN THE LARGER CITIES

"Jimmy" Hare, that veteran photographer of every great war of recent years, is one of six photographers getting war photographs for Leslie's readers exclusively.

Sixty to seventy vivid news pictures every week make Leslie's distinctive among all American periodicals, and make editions of 442,000 necessary.

Leslie's Has the Largest Circulation of Any Ten-Cent Weekly.

Facts About Albany—Troy—Schenectady and the Capitol District

The following is the population, 1915 State census, of the six cities which form the heart of The Capitol District, and which are rapidly growing into One Big City:

Albany - -	108,500
Rensselaer - -	11,213
Watervliet - -	15,088
Troy - - -	73,302
Cohoes - -	23,477
Schenectady -	80,386
Total - -	311,966

THE KNICKERBOCKER PRESS

is the only newspaper which covers Albany, Troy, Schenectady and The Capitol District Daily and Sunday, or any Day or any Sunday.

dealer was linked up to the display by being furnished with lithographed post-cards to mail to his customers, showing the kitten at work and inviting them to bring the children to see the display in his window. The cards were imprinted with the dealer's name, and space was left on the address side for the dealer to list a few seasonable bargains or use in any way he saw fit. "This method," writes C. A. Sheffield, the Corticelli advertising manager, "has brought forth most enthusiastic letters from our customers. Wherever the displays have been shown they have attracted hundreds of people." The displays are leased to dealers for two weeks before they are forwarded to the next "stand."

Still another example of the traveling dealer-help, and one which attracted considerable attention on State Street, was the moving-picture show of Rockingchair underwear. This display, which those who attended the advertising convention in Chicago will remember, showed an animated cartoon on a ground glass, the cartoon bringing out certain sales points about the garment being sold. While this display was being exhibited in the windows of Henry Lytton & Sons, in Chicago, it was almost impossible to get a view of the display during the busy shopping hours on account of the crowd. It was the connecting link, PRINTERS' INK is told, between the extensive advertising done in Chicago for that underwear last summer and the dealer's store, a campaign which, taken as a whole, was said to be unusually successful.

THE DEVELOPMENT OF THE OFFSET PROCESS HAS MADE POSSIBLE MANY SIMPLE SPECIALTIES FOR THE DEALER, WHO IN TURN PASSES THEM OUT TO FAVORITE CONSUMERS

But the opportunity to make your dealer-helps more worth while is by no means limited to this idea of traveling displays. The fall material sent to PRINTERS' INK by 90-odd advertisers is sprinkled with examples that ought to prove suggestive in laying plans for next year's campaign. There is, for instance, the seven-color counter cut-out of George P. Ide & Company, makers of Ide's Silver Brand

Collars, which does the work of four cut-outs and much more effectively.

This piece is but one of over a hundred dealer-helps which this company is furnishing this fall, the most popular of which is a new and revised edition of the fashion chart mentioned in last year's review. The cut-out was brought out to meet the demand for a dealer-piece that would show the dealer's customer several of the new collars under similar conditions, so that the customer could compare them and choose which style he wanted.

The old way of doing this would have been to get out four cut-outs which the dealer could put in his window. Three of these have been eliminated by putting a revolving dial behind one cut-out carrying the desired styles. The piece itself is so cut out that by turning the dial any desired collar can be "put on" the young gentleman in the picture. An inexpensive easel-back fits these cut-outs for the dealer's counter, so that the customer can see them at the time of buying and satisfy himself that he is getting the style of collar he wants. While, it is true, the cost of the revolving feature on the cut-out adds to its cost, still the company feels the extra advertising value more than offsets that, and there is no doubt that its novelty appeals to the dealer. So thoroughly practical is this plan that it ought to be adapted next fall by other manufacturers desiring to show a variety of products under identical conditions. There is no limit to the ways in which the basic idea could be worked up by a capable lithographer.

LONGER LIFE FOR TRIMS

Similarly the method being used by the Sherwin-Williams Company to make its dealer-helps doubly useful is worth thought in planning next season's material. This advertiser has aimed a blow at material which is used once and then thrown into the discard. Instead of furnishing window-trims "that the dealer can use a week and then throw away," as one tooth-brush manufacturer expressed it, the material is so designed that, after it has done its duty in the dealer's window, the dealer will want to put it on show inside the store. How this advertiser came to this conclusion is told in a letter from C. M. Lemperly, the advertising manager:

"We have been working on this window-trim proposition for about 15 years," he writes, "and have tried almost everything from the simple package or can to the high-priced mechanical moving display. Last year we inaugurated our plan of concentrated national publicity on different products, and this plan seemed to call for several trims during the year—we finally issued a total of eight trims on different products. These trims were in the nature of a hanger for the back of the window in striking colors, with a quick-acting poster effect and a strip or banner to be stuck on the front of the window to flag the attention of the passerby. This made an attractive trim, but was quite inexpensive.

"We learned our lesson from the inexpensiveness of these trims. We sent them to our full list of dealers and agents, but found after checking up through our representatives that there was about a 50 per cent waste. This led us to take a different course this year, which started with us September 1.

"We cut down our list of trims 50 per cent, and by spending the same amount of money believe we are getting equal display and greater advertising value. So, instead of trying to create a trim for each important product, we are confining them to the various branches of our line, such as paint, varnish, shelf goods, etc. We have also produced a trim that can be used in various other ways, in addition to its window use. Instead of making all hangers, we are using stiff cardboard cut-outs with easel backs. We preserved the hanger for the central idea, but improved it by extending the brass strip at the top, so that the dealer could 'frame it' between two stacks of cans, if the window is not suited for a hanger, which must be hung up from an eye"

The Towle Maple Products Company, maker of Log Cabin

Is Philadelphia Prosperous?

FOR answer, take the report of the four savings institutions of the city, which carry deposits from the great masses of small wage earners in the city. Compare these deposits with those of a year ago.

TOTAL DEPOSITS
In Millions of Dollars

	1915	1914
Philadelphia Savings.	121,163	117,397
Western Savings . . .	35,246	33,904
Beneficial Savings . .	15,206	14,831
Germantown Savings	10,652	10,216
Totals	182,268	176,350

Here is a gain of nearly $6,000,000.

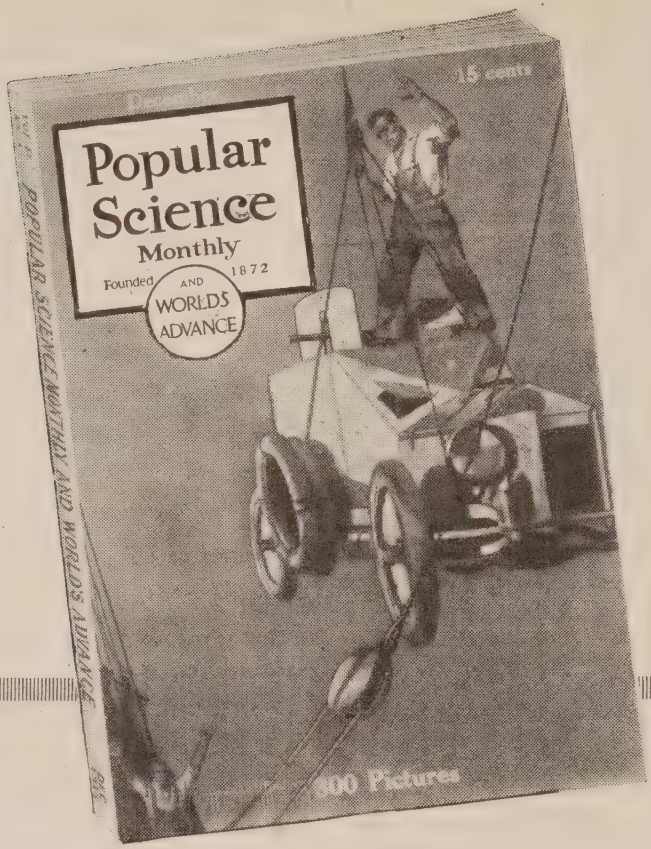
And if prosperity has reached down into the pockets of the small wage earners, think of the multiplied millions that have gone into the pockets of the families with better-than-average incomes.

It is just these families that read the Ledgers—people with money to satisfy their tastes as well as their needs—people who insist on news presented to them in the form found in Philadelphia only in the Ledgers.

WISE advertisers are turning to the Ledgers for their share of Philadelphia's prosperity. 160,000 families of Better-than-average income constitute the best field for most advertisers. It is the exact field of the Ledgers. The combination rate for the two Ledgers is 25c per line.

PUBLIC LEDGER
EVENING LEDGER

INDEPENDENCE SQUARE
PHILADELPHIA



208

Display Advertisers in this Issue

Including

General Electric Co.
Southern Cypress Man'f'rs Assn.
G. & C. Merriam Co.
The Davey Institute of Tree Surgery
Brunswick-Balke-Collender Co.
Bausch & Lomb Optical Co.
Durham Duplex Razor Co.
American Telephone and Tele. Co.
Barney & Berry
S. L. Allen & Co.
Witte Engine Works
Corona Typewriter Co., Inc.
The Prest-O-Lite Co.
Simplex Electric Heating Co.
Columbia Graphophone Co.
International Correspondence School
American School of Correspondence
Whiting-Adams Brushes
The Marlin Firearms Co.
Reversible Collar Co.
Smith & Hemingway Co., Inc.
North Bros. Mfg Co.
Utica Drop Forge & Tool Co.
The L. S. Starrett Co.
Brown & Sharpe Man'f. Co.
Western Electric Co.

and 181 others

January number finally to press November 29th
Circulation 100,000 net paid A. B. C. Audit
Three Pages in one year, $128.00 per Page

POPULAR SCIENCE MONTHLY

239 FOURTH AVENUE, NEW YORK

19 SOUTH LA SALLE STREET, CHICAGO

Table Syrup, has also worked out a way to make dealer-material of extra service and then some. Like the Sherwin-Williams Company, it is urging dealers to use the display inside the store as well as outside, and then afterwards to give it away to customers for their children. Best of all, the material also acts as a packing-case.

"We are packing our pint cans in what we call a display case," writes W. J. Towle, the president of the company. "When this display is set up it gives a very good imitation of our Log Cabin trademark. Being our regular shipping-case, you will see it saves us the expense of getting out an additional display."

In talking to several grocers about this idea all voted in favor of it. Most of them liked it because it acted as a store fixture as well as an advertisement, and was little trouble to set up. For fear the dealers will throw the case away without displaying it, a notice is inserted telling the dealer that the case is worth dollars to him. One only has to read a small portion of this notice to see the Towle idea of getting the most out of dealer-helps.

USEFUL PACKING CASE

"This case is a log cabin when properly put together," reads the circular. "It is also a container for the pint cans and when empty will serve as a container for the gallon, half or quart cans of Log Cabin Syrup you might have in stock and from which you can fill your orders.

"Properly displaying your goods is the first step towards selling them. You know this from your own experiences. We know from our experience what this Log Cabin will do for you.

"Take the cut-out of Jack Towle holding a can of Log Cabin Syrup and, using the gummed stickers attached, paste it in your window. On the floor of your window put the Log Cabin—set up—with cotton batting, etc., and a few Log Cabin cans of syrup and you make a most attractive window display. Show the consumer passing, as well as those coming into your store, that you have Log Cabin Syrup on sale. Bring it to their attention and they will do the rest.

"When you are through with your window display, remove the Jack Towle cut-out carefully from the window and paste it somewhere in your store and put the Log Cabin on your counter or on another case in your store—keep before your customers—a *reminder* that you have Log Cabin Syrup for sale.

WASTE OF WINDOW CARDS CAN BE CUT IN HALF BY LEAVING SPACE FOR DEALER'S OWN ADVERTISING

"As all the pint cases are made to represent a log cabin and contain this advertising material, use it every time you get a new case, even right through the summer. It means money to you. The people are using Log Cabin Syrup all the year 'round.

"When you have a *surplus* of the log cabins, if you wish to make a complete log cabin, that is, have one with a full roof, you can use

the roofs from two cases and make one complete. In doing this, cut the lower part of chimney to match other half and glue it to roof.

"When you get mor of the log cabin cases than you can use, give them to your customers for their children—they will appreciate it—but don't give them away till you have a *surplus.*"

The success which this company has had in getting dealers to give up valuable store space may be in some measure due to its extensive consumer advertising, which, of course, is, and always will be, the greatest stimulator of co-operation, but this simple, direct manner of getting the dealer's help, as suggested by this circular, undoubtedly plays a part. The dealer must be shown at every step that whatever he is asked to do is in his interest. He must be told what to do and how to do it in the simplest words. There must be nothing complicated, or else he won't grasp the proposition. More than one carefully worked out dealer plan has fallen through because it was too complicated, and the advertiser tried to get the dealer to do too many things at once. Hardly a day goes by but what dealers are getting requests of all kinds for co-operation, and unless it is made very easy for them to co-operate they just simply won't.

REPRINTS OF MAGAZINE ADVERTISEMENTS IN COLOR NEATLY MOUNTED MAKE ACCEPTABLE STORE CARDS FOR THE BETTER GRADE OF DEALERS

THE CLOTHCRAFT PAD OF ADS

The pains taken by advertisers to make it easy for their dealers to use helps almost seem foolish to one who has not studied dealers. But those who are familiar with their procrastination and indifference appreciate that anything which makes their use of dealer helps automatic is a step in the right direction. An example of this comes up in the matter of furnishing dealers with proofs of magazine and newspaper advertising for window display. The usual custom is to furnish the dealer with an advance proof sheet, or to send him proofs from time to time. The weakness of both of these methods is that it requires energy on the part of the dealer to use such helps. He has got to go out and paste them on his window, or hunt up a cardboard to mount them on for interior display.

To get around this the Clothcraft people are furnishing their dealers with boards carrying a pad of their ads, so that all the dealer has to do is to set the board up in the window, and tear off an ad every week. Eaton, Crane & Pike

are furnishing proofs of their colored advertisements mounted on hand-lettered hangers, which are quite acceptable, and far ahead of the idea that some advertisers still hold about getting dealers to paste up proofs.

This feature of making magazine ads work for you in the dealer's store as well as in the consumer mediums is one which is capable of considerable development. The method of the Holeproof Hosiery Company in working its magazine advertising into elaborate window pasters, some of which are lithographed in seven and eight colors and cut out to suit design, suggests one way of "framing" the ad so the dealer will eagerly display it. Advertisers who are going to some expense in mounting proofs of consumer ads feel that if they are paying postage and expressage on plain proofs, which may or may not be used, it is good business judgment to invest a few cents more and send out something that is sure to be used and will be a credit to them besides.

This also holds true in distributing returned street-car cards to dealers. Mention was made last year of how Babbitt's Cleanser cards were edged with brass stripping to make them more presentable. This fall numerous advertisers are furnishing their dealers with frames suitable for holding these cards as they are sent out from month to month, some of these frames being quite elaborate. But even with these precautions there is still a waste of store cards, which unless put up by a salesman, seem to be stuck up without any system or plan. Commenting on this condition one Chicago dealer made a suggestion that might be worked out some day by some outdoor advertising company, if it is not being done already.

CAR RACKS IN DEALERS' STORES

"I have often wished," said this dealer, who is one of the largest grocers along the North shore, "that some company would start up which would install a rack in my store similar to the racks in a street-car for holding the advertisements of these different manufacturers. That would relieve me of all the trouble of hanging up material, and would be a source of revenue to me besides. An advertiser ought to be mighty glad to pay 50 cents a month to have a card in this store, and if it pays to have cards in street-cars it certainly ought to pay to have them right in the store where the product is for sale. If I could arrange with some one to maintain such an advertising rack, I would 'tie a can' to all this conglomerate material you see hanging around here."

While the idea may be Utopian, still there is a thought there for the advertiser who insists on getting up freak material for every purpose and use for the dealer. Wouldn't it be better to work along standardized lines, confining more of the material sent out next year to sizes and shapes that have proved popular and made good? At the same time it might be well to consider how we can make such material do double duty, just as the advertisers mentioned in this article have done this fall. In a concluding article we will hear from the dealers themselves what kind of material they want and will use next season.

Co-operation with Trade Promoted by Newspaper Bulletin

The Washington *Star* publishes a Grocery Trade Bulletin for circulation among retail grocers which contains advertisements of food products taken from regular editions of the *Star*. The Bulletins are issued quarterly and according to Fleming Newbold, business manager of the *Star*, grocers appreciate them.

In addition to the advertisements the current issue contains articles signed by F. N. Barbour, treasurer of the Johnson Educator Biscuit Company; W. E. Humelbaugh, advertising manager of the Genesee Pure Food Company; and C. F. Alward, advertising manager of the H-O Company. These articles are directed at the retailer and are designed to show him the advantages of pushing advertised brands.

W. P. Jackson, for three years general sales manager of the H. W. Gossard Company, Chicago, has been appointed sales and advertising manager of the Kalamazoo Corset Company, Kalamazoo, Mich.

Joint Campaign to Fight Private Brands

Underwear Mills of Piqua, O., Sign Current "Spreads" to Back Trade-marks

MANUFACTURERS of standardized, trade-marked merchandise in lines where the pressure from price competition on private brands is strong will observe with interest a remedy that is being applied by a group of underwear mills. Competing producers of trade-marked underwear in Piqua, Ohio, have joined hands in a co-operative campaign of publicity to dealers to educate them on quality standards of value and the dangers of listening to the specious argument of "just as good at a lower price."

The organization back of the movement is known as the Piqua Underwear Manufacturers' Association, which is composed of four large producers of union suits that have pioneered in creating high-grade tailored garments of that type and helped materially in creating a market for them.

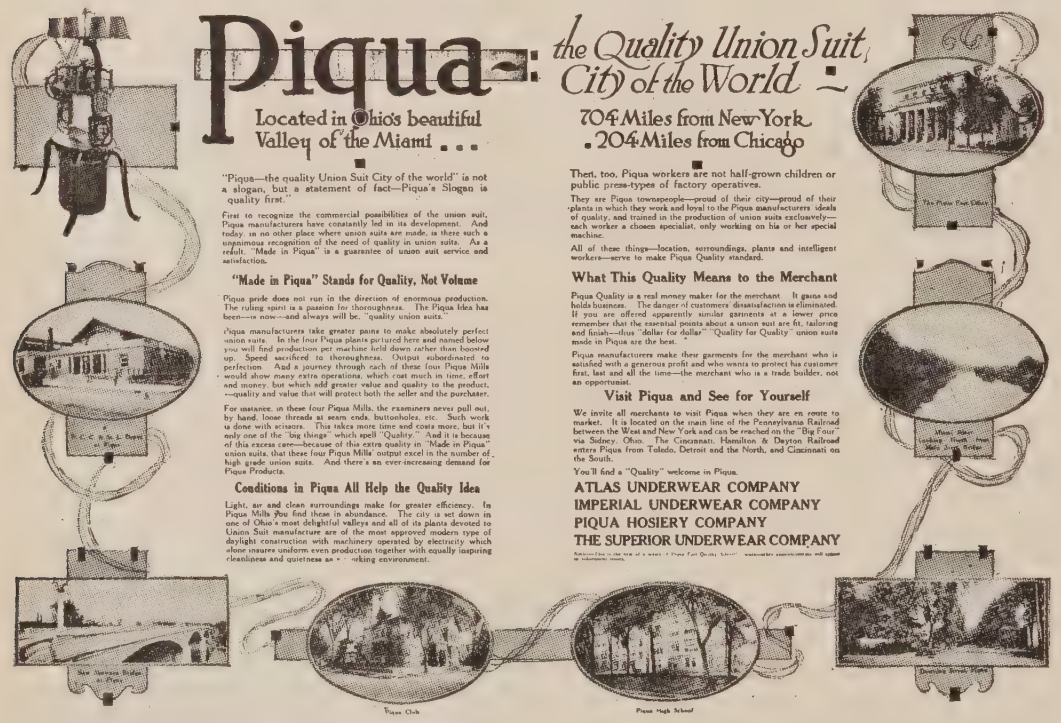
These concerns are the Superior Underwear Company, the Imperial Underwear Company, the Atlas Underwear Company and the Piqua Hosiery Company.

The first two mentioned sell direct to dealers and are extensive national advertisers. The latter two concerns trade-mark their products, but distribute through jobbers.

Their advertising has, up to the present time, been confined to trade mediums and dealer helps.

These Piqua mills bear a peculiar relation to the underwear trade. They are all union-suit specialists, no other type of garment being made in that city. They claim to have been the leading factors in developing the union suit to a point of perfection where it became popular with consumers after which they say the market has been flooded with private brands and unidentified merchandise of under-price quality.

A conference was arranged to discuss this problem which re-



Piqua—the Quality Union Suit City of the World

Located in Ohio's beautiful Valley of the Miami . . .

704 Miles from New York
204 Miles from Chicago

"Piqua—the quality Union Suit City of the world" is not a slogan, but a statement of fact—Piqua's Slogan is quality first."

First to recognize the commercial possibilities of the union suit, Piqua manufacturers have constantly led in its development. And today in no other place where union suits are made, is there such a unanimous recognition of the need of quality in union suits. As a result, "Made in Piqua" is a guarantee of union suit service and satisfaction.

"Made in Piqua" Stands for Quality, Not Volume

Piqua pride does not run in the direction of enormous production. The ruling spirit is a passion for thoroughness. The Piqua idea has been—is now—and always will be, "quality union suits."

Piqua manufacturers take greater pains to make absolutely perfect union suits. In the four Piqua plants pictured here and named below you will find production per machine held down rather than boosted up. Speed sacrificed to thoroughness. Output subordinated to perfection. And a journey through each of these four Piqua Mills would show many extra operations, which cost much in time, effort and money, but which add greater value and quality to the product, —quality and value that will protect both the seller and the purchaser.

For instance, in these four Piqua Mills, the examiners never pull out, by hand, loose threads at seam ends, buttonholes, etc. Such work is done with scissors. This takes more time and costs more, but it's only one of the "big things" which spell "Quality." And it is because of this excess care—because of this extra quality in "Made in Piqua" union suits, that these four Piqua Mills' output excel in the number of high grade union suits. And there's an ever-increasing demand for Piqua Products.

Conditions in Piqua All Help the Quality Idea

Light, air and clean surroundings make for greater efficiency. In Piqua Mills you find these in abundance. The city is set down in one of Ohio's most delightful valleys and all of its plants devoted to Union Suit manufacture are of the most approved modern type of daylight construction with machinery operated by electricity which alone insures uniform even production together with equally inspiring cleanliness and quietness as a working environment.

Then, too, Piqua workers are not half-grown children or public press-types of factory operatives.

They are Piqua townspeople—proud of their city—proud of their plants in which they work and loyal to the Piqua manufacturers' ideals of quality, and trained in the production of union suits exclusively—each worker a chosen specialist, only working on his or her special machine.

All of these things—location, surroundings, plants and intelligent workers—serve to make Piqua Quality standard.

What This Quality Means to the Merchant

Piqua Quality is a real money maker for the merchant. It gains and holds business. The danger of customers' dissatisfaction is eliminated. If you are offered apparently similar garments at a lower price remember that the essential points about a union suit are fit, tailoring and finish—thus "dollar for dollar" "Quality for Quality" union suits made in Piqua are the best.

Piqua manufacturers make their garments for the merchant who is satisfied with a generous profit and who wants to protect his customer first, last and all the time—the merchant who is a trade builder, not an opportunist.

Visit Piqua and See for Yourself

We invite all merchants to visit Piqua when they are en route to market. It is located on the main line of the Pennsylvania Railroad between the West and New York and can be reached on the "Big Four" via Sidney, Ohio. The Cincinnati, Hamilton & Dayton Railroad enters Piqua from Toledo, Detroit and the North, and Cincinnati on the South.

You'll find a "Quality" welcome in Piqua.

ATLAS UNDERWEAR COMPANY
IMPERIAL UNDERWEAR COMPANY
PIQUA HOSIERY COMPANY
THE SUPERIOR UNDERWEAR COMPANY

THIS ADVERTISEMENT, IN THREE COLORS, IS TYPICAL OF THE CAMPAIGN FOR QUALITY

sulted in a decision to conduct a campaign of education to dealers on the quality standards of Piqua-made products.

An appropriation was made to which each of the four mills contributed an equal amount and a six months' campaign was outlined as a starter. The plan may be developed on a broader scope later.

At present it is confined to a three-page broadside in three colors in the *Dry Goods Economist,* monthly. The first ad appeared in September. The plan also provides for a direct mailing campaign by each of the mills, reprints of the ads being used for that purpose.

The copy is built on the idea of advertising Piqua-made garments rather than the products of the individual concerns, each of which carry on separate and individual trade campaigns, as formerly, in addition to the co-operative work.

The argument is dignified and free from bombast or questionable attacks on competing lines. The aim is rather to convey a clear understanding of quality production, the ethics of trading in standardized goods, and the fallacy of the idea that such a thing as underpriced quality exists. General comparisons are made by which dealers can judge values intelligently.

One incident that occurred immediately after the first announcement shows that the campaign may be rather far-reaching in its influence.

Just prior to that time a certain New York State jobber had delivered an ultimatum to one of the Piqua mills to the effect that his future business depended on his being supplied with goods under a private brand.

When this jobber learned of the dealer campaign, however, he experienced a change of heart and decided to continue selling the product under the mill trademark.

Receivership Does Not Affect "Fruit-Grower's" Business

R. B. Wixson, receiver for the *Fruit-Grower and Farmer,* writes PRINTERS' INK that the paper will continue to be published without interruption.

Full Sized Samples for Grocer's Clerks

"I would like to venture a suggestion that, if followed out more often, would make a five-dollar appropriation look like $5,000," said George Stadtlander, head of a chain of retail grocery stores known as the Progressive Stores, in New York City. Mr. Stadtlander was talking at the noon-day meeting of the New York Advertising Club, Friday, November 19, on the subject, "Selling Groceries to the Consumer."

"Manufacturers ought to see to it that every grocery clerk gets a full-sized sample of their products—samples that it would be worth the clerk's while to take home. Then, if the clerk and his family think well of these products, the selling battle would be more than half won."

Mr. Stadtlander went on to warn the manufacturers to protect the retailer. He told as an example how one concern, after receiving a hearty welcome at the hands of the retail grocers, turned around and sold certain products from its lines to a big chain-store competitor at prices lower than those paid by the small dealers.

"If this concern had played fair, it could have controlled the trade of New York, so far as its particular products are concerned," said the speaker in conclusion. "Now this company's salesmen are received with scant courtesy when calling on the trade."

Men's Furnishings Association to Fight Label Frauds

Action has been taken by the Wholesale Men's Furnishings Association, Inc., to protect the trade-marks and labels of its members through the establishment of a trade-mark bureau. All members will be asked to file copies of their labels with the bureau, which will then distribute them among the various manufacturers of woven and printed labels for the trade. The label manufacturers will be asked to refuse orders for labels which closely resemble any of the registered marks. James R. Keiser, of James R. Keiser, Inc.; Henry Koch, of Blum & Koch, and Arthur M. Reis, of Robert Reis & Co., constitute the committee in charge of the bureau's work.

Independent Tobacco Concerns Merge

The organization of the Mutual Tobacco Company has been perfected, with $20,000,000 capital, to take over five concerns of New York and vicinity. Cigars, cigarettes and smoking and chewing tobacco will be made and it is planned to advertise nationally. At the office of Mrs. G. B. Miller & Co., New York, one of the companies in the union, a PRINTERS' INK representative was informed that the location of the general offices in New York has not thus far been determined, or the agency that will be in charge of the advertising.

Reproduction of full page advertisement of Mishawaka Woolen Mfg. Co. in the November, 1915, issue of Successful Farming, prepared and placed by the George Batten Company.

Piling One Guarantee On Top of Another

"We do not consider our responsibility at an end," says Mr. E. J. W. Fink, Sales Manager of the Mishawaka Woolen Manufacturing Company, Mishawaka, Indiana, "until the goods are in the hands of the user and the *user is satisfied.* Our product, 'Ball-Band' rubber footwear, is now worn by more than 8,000,000 users and handled by more than 50,000 dealers—the well-known red ball, our trade-mark, is a symbol and a means of identification, guaranteeing a square deal to all, special favors to none. It protects the consumer, the dealer, ourselves, and Successful Farming, which put an additional guarantee upon our advertising."

This is piling one guarantee upon another. Successful Farming looks upon its guarantee as it would upon its note to its bank—if it were borrowing money. It is our promise to pay, in a definite way, the readers of Successful Farming for any loss sustained by them in trading with our advertisers.

There are many other reputable manufacturers with high-grade products possible of trade-marking in a similar manner to the Ball-Band method, who could build up a great prestige in the

Great Wealth-Producing Heart of the Country, piling one guarantee on top of another by the use of advertising in Successful Farming. This would insure quicker sales by dealers, as the consumers would not have to have the merit of the goods explained to them. They would have learned of the quality and the guarantees by reading Successful Farming before they called on the dealers.

Our Definite Data Map on Live Stock, given below, shows why this territory is a good one for the Ball-Band goods. It reveals where there are the most farmers who raise live stock, who naturally have to be out of doors in all kinds of weather, and need such protection as these goods give them.

Our Series of Definite Data Maps comprise a thorough analysis of the needs and buying power of the American farmers. There are now more than 75 in the set. Any advertiser can use these maps in determining his market with the farmers on almost any product and in any part of the United States. No matter what your sales problem is, these maps will probably be an aid to you.

Would you like a set?

E. T. MEREDITH

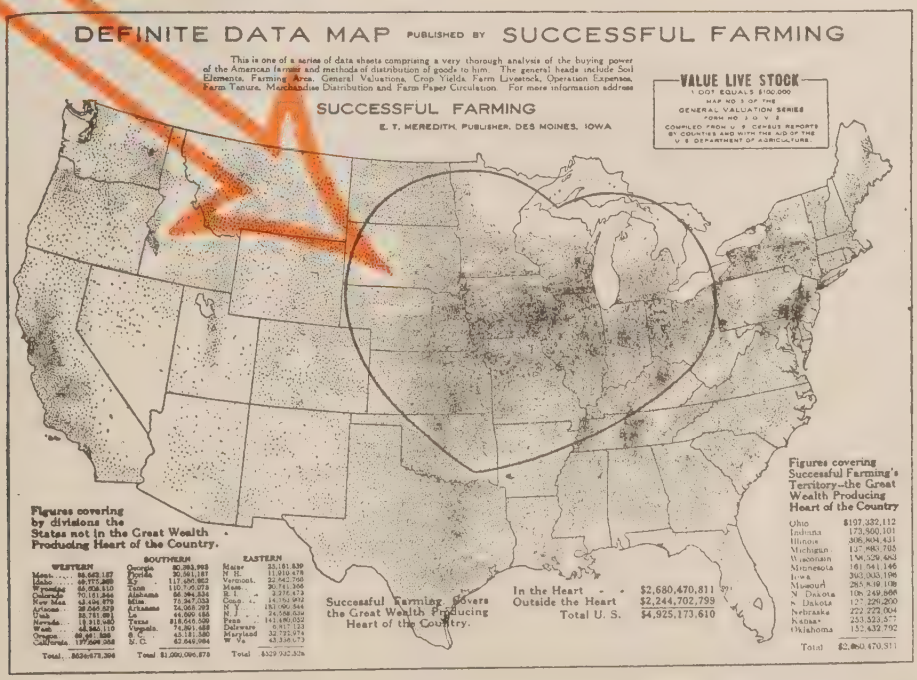
Publisher

Successful Farming

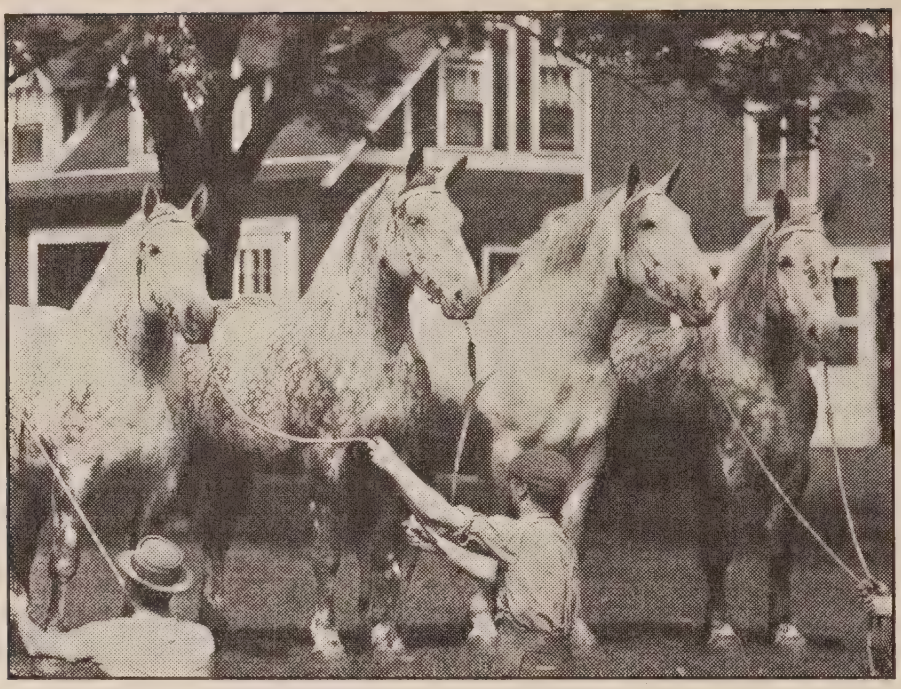
DES MOINES, IOWA

Chicago Office
1119 Advertising Building

New York Office
1 Madison Avenue



Definite Data Map showing location of farm live stock. One dot means $100,000 worth of animals. More than half the dots are in the thirteen states comprising The Great Wealth Producing Heart of the Country.



"Blood will tell"

It gives class, distinction, worth—prize winning qualities. It requires time to bring all of this about.

Just so with the good farm paper. It is a matter of development. It means more than press, paper and ink.

FARM NEWS

For thirty-five years FARM NEWS has been regarded as one of the leading farm papers. It is now better by far than ever before. Look at the make-up and editorial class and judge for yourself. It covers the richest farming section in the world, and deserves your business.

SIMMONS PUBLISHING COMPANY
SPRINGFIELD, OHIO

Also publishers of The Family Magazine (500,000 subscribers)

NEW YORK OFFICE	ST. LOUIS OFFICE	CHICAGO OFFICE
23 E. 26th St.	Third Nat. Bank Bldg.	1259 People's Gas Bldg.
W. ROY BARNHILL, Mgr.	A. D. McKINNEY, Mgr.	T. W. FARRELL, Mgr

Specialty Manufacturers Get the Viewpoint of Distributors

Annual Convention at Detroit Addressed by Representatives of Dealers and Jobbers—Organization Growing in Membership Support Pledged for Laws Against Fraudulent Advertising

THE whole-hearted co-operation of the retail grocer with the manufacturer of trade-marked products can be had if the manufacturer will look at the problem from the standpoint of the dealer. So declared Frank B. Connelly, President of the National Association of Retail Grocers, at the convention of the American Specialty Manufacturers' Association, at Detroit, November 18. Mr. Connelly spoke as the representative of 50,000 retail grocers in the National organization and the 35 affiliated State associations.

"When we adopt a resolution or a policy," he said, "I think it is time for the manufacturer to sit up and take notice. For your information I shall call attention to the resolutions passed at the last two conventions of our association." Then followed a vigorous and straightforward discussion of practices which the dealer regards as detrimental to his interests—such as free deals, special discounts to hotels and restaurants, house to house canvassing, etc., Mr. Connelly strongly endorsed the Stevens Bill, and the work of the Fair Trade League, and urged the policy of protecting the dealer in his profits just as is the case with the jobbing trade on listed commodities.

On this question of profits, the speaker gave some specific recommendations.

"For the benefit of manufacturers I wish to emphasize the fact that no article selling at retail for 10 cents should cost the retailer more than 90 cents a dozen. A 12½-cent article should not cost more than $1.10 and a 15-cent article not more than $1.35. A 25-cent seller should not cost more than $2.25. This will allow us a profit of 25 per cent on the selling price; a small enough margin over the cost of doing business."

Speaking for the jobber, William Judson, first president of the National Wholesale Grocers' Association, said:

"Much annoyance and loss has been occasioned jobbers by failure on the part of aggressive salesmen to observe proper precautions in booking specialty orders. The embarrassments become apparent when it is remembered that the jobber is permanently located and dependent upon the trade and good will of his locality, while the specialty salesman has the country at large for his field and may make but few visits to any particular section. In recognition of our mutual interest it behooves us to work harmoniously in a broad spirit of helpfulness, confidence and charity."

Walter B. Cherry, of the Merrill-Soule Company, Syracuse, and retiring president of the specialty Manufacturers' Association, reported that the importance of the association is growing, both as regards the increase in membership and the extension of the co-operative spirit. There are now 135 members—an increase of 32 over the number at the time of the convention last year. Besides the parent organization, there are 18 auxiliaries, with a total membership of 965 specialty salesmen.

ASSOCIATION FIGHTS FRAUDULENT ADVERTISING

A. C. Monagle, sales manager of the Franco-American Food Company, Jersey City, and chairman of the association's legislative committee, pledged the active endorsement of the association in the campaign to secure adequate State laws against fraudulent advertising, and recommended the appointment of a special committee to promote this class of legislation. Charles Wesley Dunn, general counsel of the association, declared that the best protection of the honest food manufacturer lay in the enforcement of just and uniform food laws.

"I confess to the deepest sympathy," he said, "with the com-

plaint that we are being over-regulated; that the good old-fashioned way in which we grew up of doing what we pleased, so long as we did not step on our neighbor's toes, is rapidly passing; that now we are beginning to eat, drink, breathe, act and live according to law and regulation; that statutory morality is rapidly taking the place of human morality; that no other people in the world are subject to so many independent legislative bodies and to such a mass of diversified legislation as the American people.

"But conceding all this, I cannot yet believe that a law prohibiting larceny is an imposition on business, that a law prohibiting fraud and deception and injurious adulteration, requiring an honest statement of quantity of contents, or requiring clean conditions of manufacture, is placing an undue burden upon the industry. Outside of the question of right involved, it is the best business policy to encourage and promote this just, needed and uniform regulation."

Will Anything Short of Legal Measures Be Effective?

ROXFORD KNITTING COMPANY
PHILADELPHIA, Nov. 18, 1915.

Editor of PRINTERS' INK:

Referring to your circular of September 14th, I note some articles which have appeared in "the current issue of PRINTERS' INK," which I believe that I should read. This issue, of course, was not included in my subscription, and I will appreciate it if you will have a copy sent to me.

In this connection, it has occurred to me that if journals which are published to interest business men, and are therefore naturally sent to his business address, could have the subscriber's name stamped on the journal itself, instead of only on the wrapper or envelope, it might tend to give the subscriber better control over his property, especially if the journal is so popular as to appeal to others in the office. Of course the recipient could write his own name on it, but he doesn't.

T. O. PETERSON,
General Sales Manager.

Mooney Leaves Goodrich for Hyatt

J. D. Mooney, formerly in charge of belting sales for the B. F. Goodrich Company, Akron, Ohio, has been appointed sales manager of the commercial department of the Hyatt Roller Bearing Company.

Profit Margin on Cigarette Brands

The United Cigar Stores Company has decided that, even with its extensive organization, price-cutting on cigarettes doesn't pay, and it has been decided to quit the practice in the future.

Edward S. Wise, vice-president of the corporation and chairman of its board, has conducted extensive research in the cigarette trade, and has compiled a table of jobbing and retail prices upon all standard brands of cigarettes, which shows that the retailer's profit, on a cut-price basis, is considerably less on the 15-cent and 25-cent grades (which normally should bring proportionately higher profits) than it is on the 5-cent and 10-cent brands. Mr. Wise also found that whereas cigars constituted 65 per cent of the tobacconist's trade eleven years ago, they now make up only 45 per cent.

Notices have already been posted in United Cigar Stores in the East, to the effect that not only will price-cutting be discontinued, but coupons for only the regular values in trade will be distributed.

Mr. Wise's table of cigarette prices and profits is as follows:

METROPOLITAN DISTRICT OF NEW YORK.

5-CENT CIGARETTES.	Net Price	Retail Price	P/C Profit
Mecca	$4.00	4½c	.1111
Hassan	4.00	4½c	.1111
Nebo	3.92	4½c	.1289
Zira	3.92	4½c	.1289
10-CENT CIGARETTES	**Net Price**	**Retail Price**	**P/C Profit**
Helmar	$7.60	8c	.0500
Trophies	7.60	8c	.0500
Egyptian Straights	7.60	8c	.0500
Royal Nestors	7.60	8c	.0500
15-CENT CIGARETTES	**Net Price**	**Retail Price**	**P/C Profit**
Murads	$10.53	11c	.0427
Mogul	10.53	11c	.0427
Luxury	10.53	11c	.0427
Naturals	9.03	11c	.1800
25-CENT CIGARETTES	**Net Price**	**Retail Price**	**P/C Profit**
Deities	$16.72	18c	.0711
Philip Morris	16.72	18c	.0711
Pall Mall	16.90	18c	.0611
10-CENT LITTLE CIGARS	**Net Price**	**Retail Price**	**P/C Profit**
Bet-Acts	$7.84	8c	.0200
Royal Bengal	10.60	11c	.0364

(Net prices, per 1000, less 8% for cash.)

G. K. MacEdward Leaves Chalmers

Gordon K. MacEdward, formerly assistant advertising manager of the Chalmers Motor Company, of Detroit, has resigned to become advertising manager of the H. A. Jones Real Estate Company, with charge of all sales promotion work. Mr. MacEdward also becomes stockholder and a director of the company.

What makes a good magazine for Automobile Advertisers?

Does the advertising salesman make it?

Or the amount of white space he offers you?

Or a stage whisper to the dealer? No!

Nor does volume of automobile advertising necessarily prove anything. 40 car makers cannot make a magazine a good sales medium *if car buyers won't read it.*

If you knew which magazines the car buyers of 48 states *prefer*, you would also know which magazines can serve you best.

The Weed Chain Company's recent investigation has furnished that information to the entire automobile industry.

This investigation has been published in concrete form by Cosmopolitan Magazine.

Did you get your copy?

And did you read it?

On request a copy will be sent to any automobile advertiser or advertising agent.

Address
COSMOPOLITAN
119 W. 40th Street

Francis Wingburg

Somewhere on

Poster Advertising

OFFICIAL R

THE A. DE MONTLUZIN ADVERTISING CO.....1132 Union Trust Bldg., Cincinnati, C
IVAN B. NORDHEM CO.....Bessemer Building, Pittsburgh, P
A. M. BRIGGS CO.....Peoples Gas Bldg., Chicago, Il
POSTER SELLING CO.....

Your Sales Map

there is a state or a district which has always been your thorn in the flesh. Use that field for a thorough Sales and Poster Advertising campaign. You've tried everything else and they've failed. We have confidence enough to ask you to make this, the most severe of tests and judge Poster Advertising by the result. You will find that the age of miracles hasn't passed.

Tell us the territory and we will send you rates.

Association 1620 Steger Bldg. Chicago - Illinois

SENTATIVES:

AMERICAN POSTER CO., Inc. ..... 110 W. 40th St., New York City
GEORGE ENOS THROOP, Inc. ..... 8th Floor, Tower Bldg., Chicago, Ill.
C. R. ATCHISON ..... Atlanta, Ga.
..... 722 Chestnut Street, St. Louis, Mo.

THOSE fortunate advertisers who were far sighted enough to make contracts for space in "SNAPPY STORIES" at the old rates have additional cause to

BE THANKFUL

for December 31st the rate for the

TWICE-A-MONTH ADVERTISING SERVICE

will advance to $400.00 a page—half, quarter, and eighth pages pro rata.

No reservations for 1916 at the present rate of $300.00 a page will be accepted, but ***actual orders***, giving space and dates of insertions may be placed now for next year.

A few special positions—second and third covers, facing text, etc., are still open. No fourth covers.

MARK A. SELSOR
Advertising Manager
35 West 39th St., New York

P. S. By the way—our circulation for 1916 will exceed 450,000—guaranteed. That means money back if we don't deliver the goods.

Chalmers' Way of Selling New Model

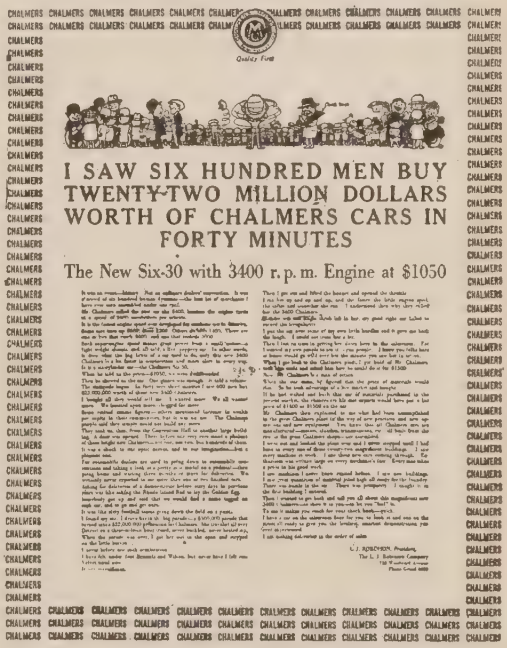
At Convention of 600 Dealers the New Low-Priced Car Is "Sprung" in a Fashion to Make Ammunition for Advertising—In 40 Minutes $22,000,000 Worth of Cars Are Sold

SELLING 600 dealers $22,000,000 worth of automobiles in 40 minutes—this was a feat performed last week by the Chalmers Motor Company of Detroit at a three-day sales convention. This has since been made the subject of full-page newspaper ads under the caption: "I saw six hundred men buy twenty-two million dollars' worth of Chalmers Cars in forty minutes."

Features of the convention were the springing of 200 completed models of the new Chalmers Six-30 on the assembled dealers as they were making a sight-seeing tour through the factory, and the careful concealment of the technical details of the new model until the very last day so that the visiting dealers who didn't want to study out the new points for themselves would stay for the full run of the convention.

The convention started Monday morning, November 15. After speeches by Hugh Chalmers, president of the company, C. A. Pfeffer, vice-president and general manager, and Paul Smith, general sales manager, the 600 visitors were started on a trip through the factory and the factory grounds. Up to this time, if any dealer had expressed curiosity as to the new model, that was as far as he reached enlightenment. Suddenly in the course of the visitors' factory trip, however, the dealers were confronted with a line of the new Six-30, 200 in number. Each car was tagged with the name of a dealer, ready for him to drive away. The usual course would have been to set a model of the new car upon a pedestal for inspection. Each visitor was told to seek out the car bearing his name. There the factory sight-seeing ceased, the visitors climbed into the new cars and, headed by the first Chalmers car built, paraded through Detroit. At the conclusion of this procession the dealers each took their cars out for individual trials of various sorts and put them through their own particular stunts. Then they gathered in the convention hall and within 40 minutes of assembly had placed orders for $22,000,000 worth of the new car.

Monday evening the Detroit newspapers carried a full-page ad with the headline, "I saw 600 men buy twenty-two million dollars' worth of Chalmers cars in 40 minutes." This ad had been prepared ready to run in the eventuality that plans should go off as slated. They did. The copy was in the form of a news story, told in the first person, and signed by L. J. Robinson, a local agent. It deals with the car, incidentally with the convention and the sales, and goes on to explain why the car can be sold for $1050 instead of higher figures. The border con-



COPY THAT IS RUNNING THIS WEEK

sists of the name "Chalmers," printed three deep at the bottom and two at the top, running down on either side. The ad has since appeared generally in other cities under the name of the local sales agencies.

It was not until Wednesday that Chief Engineer Hinckley of the company unravelled the me-

chanical features of the new model to the assembled dealers, for their own information and for talking points.

The four-page daily paper, the "Conogram," published during the three days of the convention, was edited by Hank Caldwell of the New York *Tribune,* assisted by a staff of 16 men, including the night city editor of the Detroit *Free Press.* In tone it was cheerful without buffoonery, and included frequent squibs on individual dealers in attendance. Reports of addresses, a plentiful display of photographs and cartoons, and a running story of the convention doings gave a newsy flavor to the "Conogram."

Among the speakers, besides those already mentioned, were W. R. Hotchkin and L. A. Van Patten of the Cheltenham Advertising Agency, Gail Murphy, advertising manager of the company, and Isaac F. Marcosson. Mr. Van Patten offered a prize of one hundred dollars to the dealer sending in the best suggestion for a Chalmers ad before December 1.

The Chalmers Motor Company is eight years old this year.

Checked!

The sign read plainly, "Not responsible for articles of clothing unless checked."

So the new arrival, who had the look of a less cosmopolitan centre than New York, held on to his coat in spite of the combined efforts of the hat boy and the waiter to get it away from him.

"No, you don't," was his answer. "I'll keep this coat myself. Nobody's responsible for it, so I will be. You see it ain't checked. It's striped."—New York *Sun.*

Accessions to Staff of St. Louis Advertising Agency

H. Edward Pritchard, formerly of the Federal Advertising Agency, and the H. E. Lesan Advertising Agency, New York, and the Chappelow Advertising Agency, of St. Louis, has joined the advertising agency of the Woodward & Tiernan Printing Company, St. Louis.

Byron W. Orr has also joined this agency. He has been with the Southwestern Publishing Company, Dallas, Tex.

The *Notion and Novelty Review* is the name of a new monthly trade paper published in New York by The Haire Publishing Company, which also publishes other trade papers.

How the World Empties and Fills

Twenty-one years ago Coxey's Army marched to Washington. The papers were full of it. Mention Coxey to anybody over thirty-five years old and see the understanding in his face. Know Coxey and his blooming army? Well, I should say so! Now, try Coxey on the men and women in the twenties. Just try it. It will open your eyes. Coxey? Who the blazes is Coxey? Looks of confusion and ignorance.

Coxey, you see, quit advertising. That is, the Coxey publicity ceased. And the world has filled up with people who never heard of him. Millions and millions of them.

That is the way with some advertisers. They speak up a few times and then go back to their factories. There, by George, we've told 'em! And then old Father Time begins to work. And the undertaker. And the parson armed with a marriage license. And the baby carriage. And rheumatism. And, first you know, the world is peopled with new bosses, new buyers and new housekeepers who never heard of you. Incredible! What!—never heard of *me?* No, never heard of *you?* Sorry to disappoint you.

Man is provided with a great big ego. If he didn't have it he couldn't stand it to live. Without an ego he would probably take one look at the moon and go jump in the lake. Now, the best thing that an ego does is to give you a fine feeling of permanence. Of course, you aren't permanent, and your better sense tells you so. But Mr. Ego keeps trying to make you *think* you are. What he aims to do is to make you feel comfortable. Nice thing to have around—an ego. You need him in your business. But don't believe everything he tells you. He is the most agreeable and ever-present liar on your premises. —John M. Siddall in *The American Magazine.*

Appreciates Scope of "Printers' Ink"

INTERNATIONAL MOTOR COMPANY
NEW YORK, November 19, 1915.

Editor of PRINTERS' INK:

Last night I read the article in PRINTERS' INK entitled "A President's Straight Talk to Advertising Managers," by Harry Ford.

I consider this a most valuable article of counsel to the younger generation of advertising men, and am highly appreciative of the versatile scope of PRINTERS' INK which makes these talks possible.

INTERNATIONAL MOTOR COMPANY,
D. O. SKINNER,
Advertising Manager.

Kentucky Poster Company Incorporates

The Loveridge Poster Advertising Company, Lexington, Ky., has been incorporated with $10,000 capital stock by Burt Loveridge and others.

A Service

so sterling in quality and broad in scope that *any* business will profit through the advantages offered by

The Advertising Agency of

Woodward & Tiernan

A house universally known as a doer of big things over fifty years will maintain the prestige gained by doing future big things in an advertising way.

Our weekly message sent without obligation.

Your name sent us will bring the next issue.

The Advertising Agency of

Woodward & Tiernan Printing Co.

Saint Louis, U. S. A.

THE management *of* THE IRON AGE announces—

that no further business can be accepted for the Annual Review Number of January 6, 1916, as all available space for this issue has been taken.

We take this occasion to express our appreciation to our advertisers for the large amount of business they have entrusted to THE IRON AGE for publication in this issue.

New York
November 20, 1915

Responsive Market Awaits Tractor Advertisers

Proved Advantages of Farm Tractors Over Horses With Rapidly Mounting Wealth of Farmer Precipitates Campaigns

ADVERTISERS have been watching with some interest the maneuvering of various tractor manufacturers for a running start in what looks to be an extensive and interesting advertising race.

For the past ten years various manufacturers of tractors for farm purposes have been busily at work laying the foundation for the market which is so obviously apparent. Now the time seems at hand, when these advertisers are about to forsake the educational advertising of the past, and come out with straight-from-the-shoulder competitive copy, just as the automobile manufacturers did in the early days of that industry. Indeed, those who are in close touch with the development of the farm market declare that once the tractor companies get under way, they will launch campaigns which will run those of the auto manufacturers a close second, both from the standpoint of volume and intensiveness.

THE BIG ECONOMY ARGUMENT

This contention is based largely on government figures which show that the production of horses in the country is below the demand, and also on the fact that a tractor will do more work than horses, at less cost. According to the publisher of one of the leading Western farm journals, a good draught horse costs between $200 and $400. A team suitable for farm work is worth from $400 to $1,000, with the price soaring as the European demand increases. A farmer can buy a good tractor for between $700 and $1,500.

When it is remembered that the cost of feeding a horse is the same whether it is in the barn or at work, the advantage of a tractor, which costs nothing to maintain when not producing, becomes the more obvious. These facts are now fully realized by the big majority of the farmers, thanks to the educational advertising of such concerns as the International Harvester Company, and the plowing demonstrations held under the auspices of interested parties.

These demonstrations, or "plowing exhibits," as they are sometimes spoken of by the farmers, have been held in various sections of the country, notably Fremont, Neb.; Hutchinson, Kan.; Enid, Okla.; Sioux Falls, S. D., and Bloomington, Ill. While the primary object of these exhibitions has been actually demonstrating to the farmers the great efficiency of the tractor, most of them have paid their own way. The Bloomington demonstration, for instance, which was held under the auspices of the *Farmers' Review* of Chicago, was attended by over 50,000 farmers and over three hundred tractors were sold.

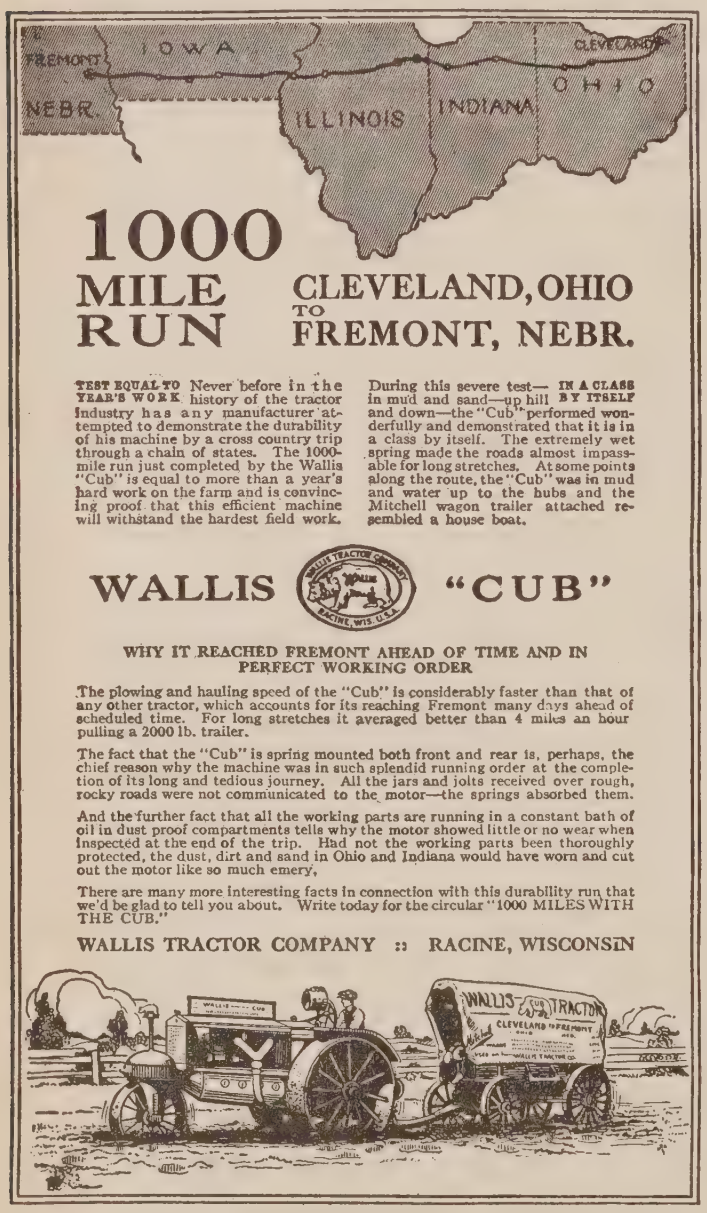
FARM-PAPER COPY OF THIS KIND HAS AWAKENED FARMERS TO THE ECONOMY OF TRACTORS

In addition to this co-operative educational work, many of the manufacturers have given demonstrations on their own hook. An example of this work is the recent reliability run of the Wallis "Cub" Tractor, which was sent from Cleveland, Ohio, to Fremont, Neb., under its own power. This trip was exploited in the trade papers and by other avenues of publicity. With the educational work well under way the leading manufacturers feel, as already suggested, that the time is at hand to forsake talking just farm tractors, and come out and talk the merit of their own individual makes. This means that from now on there ought to be a marked increase in the amount of tractor advertising going out, and it might be interesting quickly to review what one large advertiser at least intends doing this season.

"Our copy efforts this year," said F. W. Hieskell, advertising manager of the International Harvester Company, "will be concentrated largely on 'cashing in' on the educational work which we have been doing for the past eight years. In our past advertising we have forgotten for the moment that we have any competition, and set out to develop the market, feeling confident that when the showdown came we would get our share.

"It has been our experience, and I believe the experience of others who have pioneered new fields, that the advertiser who develops business invariably gets the lion's share of it. We have, however, further protected ourselves by bringing out a tractor which uses kerosene for fuel, and is, therefore, much less expensive to operate than a gasoline tractor."

Just how the International Harvester Company proposes to capitalize its educational work to the fullest degree was explained to PRINTERS' INK by the man who has this tractor campaign in hand. "While we will leave no stone unturned, so far as reaching the market through farm journal and newspaper advertising is concerned," he said, "we will put a great deal of reliance on our local dealer to connect up with the work we are doing for him, and turn



THIS ADVERTISER HAS MADE MUCH OF HIS MACHINE'S DURABILITY

This Proves Purchasing Power

The most prosperous people in the world to-day are American farm families. Our merchandising investigations show:

That 87 per cent of all the readers of The Farmer's Wife are FARM women:

That 19.6 per cent of their homes are equipped with heating plants:

That 24 per cent of their homes are equipped with water supply systems:

That an additional 28 per cent are considering the installation of water supply systems:

That 19 per cent of their homes are equipped with lighting plants:

That 59 per cent of these homes have hardwood floors:

That 29 per cent of them have bathrooms:

That 50 per cent of these families own pianos:

That 35 per cent of them own kitchen cabinets:

That 69 per cent of them own ice cream freezers.

These facts are significant because they show the possibilities of the farm home as a market for the conveniences and luxuries enumerated above, and for the more important fact, that the families who are buying this type of merchandise so rapidly, are logical customers for you.

We have definite information regarding many phases of the purchasing power of our subscribers, including pictures of their homes and other data which will interest you, if you are contemplating the farm market. No obligation is incurred in an interview. May we call?

THE FARMER'S WIFE

WEBB PUBLISHING COMPANY, PUBLISHERS
Saint Paul, Minnesota

George W. Herbert, Inc.,
Western Representatives,
600 Advertising Bldg., Chicago, Ill.

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

Guaranteed Minimum Circulation 750,000

Member Audit Bureau of Circulations.

The Gentlewoman

Two Million Circulation

A Remarkable Showing

The Money Received from Subscriptions

During the Past Twelve Months Equalled

The Money Received from Advertising

No Publication has better circulation. No Clubbing, but Full Subscription Price paid in every case.

This Makes Wonderful Circulation

The Kind That Will Pay You

W. J. THOMPSON COMPANY, Inc., Publishers
New York City

the interest we have created into actual sales.

"To do this we are working along the usual lines of spending a good part of our appropriation through the dealer, thus encouraging him to put his shoulder to ours and put over the oil-burning tractor. Instead of the old method of furnishing the dealer with electrotyped ads which he can turn over to the local newspaper, we are making up the ads in sections. Under this plan the dealer can select the cut he wishes to use, choose the copy that he likes best, and the borders that meet his tastes and by combining the separate plates get an ad which suits him to a nicety, and yet which requires no effort on his part to write. It has been our experience, as I suppose it has been that of others, that it is next to impossible to expect dealers to write their own copy. They simply haven't time."

In looking over the proofs of the ads which are to appear in a long list of farm papers and some 3,000 newspapers the competitive note was very much in evidence. While the farmer is told that the tractor will do all the plowing, disking and seeding, that it will draw his manure-spreaders, wagons, hay loaders, mowers, and builders, that it will run his corn-sheller, feed-grinder, small shredder and thresher, he is also told at every turning to make sure he gets an International Harvester tractor. "You are safe in buying an 8-16 Mogul" is the slogan.

Other tractor manufacturers are working along similar lines in developing the market for their tractors. The Wallis Tractor Company of Racine, Wisconsin, is using copy this fall making capital out of the endurance shown by its "Cub" tractor in the reliability run. The Avery Company of Peoria is also sticking close to competitive arguments, so all indications point to a lively race for sales within the next few years.

If the contention of the manufacturers is in accordance with facts, and if it is true that the horse is only three per cent efficient as compared to the tractors' 87 per cent—then it would seem that the next decade will see a tractor on nearly every farm. And remembering the great increase in the farmer's buying power, and the way he is taking to automobiles and other luxuries in the $1,000 class, it would seem that tractor advertising is designed to develop along parallel lines, and open up with similar force, as the advertising of automobiles did ten years ago.

Safety First Slogans

The "safety first" movement has reached the stage of education through slogans. "Safety first" literature teems with them. The walls of workshops are covered with them.

Among the following drawn from the Inland Steel Co., and other sources, employers might select an assortment:

"Keep out of debt and danger. Both are alluring, yet poor friends to make.

"Peace, prosperity, and good health depend on the selection of proper preparation of normal food material.

"The difference between a wise man and a fool is the fool's mistakes never teach him anything.

"The thinker will not drink. The drinker cannot think.

"Any fool can take a chance. It takes brains to be careful.

"It takes only a moment of carelessness to cause a lifetime of suffering.

"When hurry interferes with safety, cut out the hurry."

De Weese Will Address the Six Point League

Truman A. DeWeese, director of publicity of the Shredded Wheat Company, will address the Six Point League at its luncheon to be held Monday, November 29, at 12:30, at the Hotel Martinique, New York. The subject of the address will be "The Lazy Dollar—How to Keep It at Work."

New Agency at Little Rock, Ark.

Robert H. Brooks, formerly on the advertising staff of the *American Lumberman*, Chicago, has established an advertising agency at Little Rock, Ark. He is handling the account of the Arkansas Soft Pine Bureau, the Bankers' Trust Company, of Little Rock, and the Crossett Silo Company.

Merger of Textile Publications

The Bragdon, Lord & Nagle Company, Inc., of New York, announces the merger of the *Textile World Record*, Boston, and the *Textile Manufacturers Journal*, New York. The *Textile World Journal* will be the name of the combined publications, which will be issued weekly in New York.

Are We Winning Overseas Trade Only to Lose It Again?

Will the Advent of Peace Find American Houses Firmly Entrenched?

By Walter F. Wyman

Mgr. Export Dept., The Carter's Ink Co., Boston, Mass.

"WHAT'S the use of working our heads off to get a bunch of foreign customers, and then lose them all when the war ends?" queries a reader of an article on exporting in a recent issue of PRINTERS' INK.

It's a mighty sensible question. When peace comes, Europe is not going to sit idle when the one thing it will need most is the pesos, milreis, bolivars and piasters which would relieve the monumental burden of taxation at home. Europe is no infant in arms at the export game. It knew how to cash in on cartels when we thought that a cartel was either a fancy cracker or a caffeinless coffee. Europe has forgotten a lot of export hows and whys we are just discovering. Europe has got to have a big export trade—bigger than ever—or live on bread and water paid for by money borrowed at 7 per cent.

In theory it *is* a case of "What's the use?" Take South America for example. There are dozens of good reasons why in times of peace we couldn't meet German competition. They gave the people just what they wanted in goods, long-time credits and packing. They were in and we were out. Our consular service and "$195 sees the whole of South America" tourists scolded American manufacturers for scores of sins of commission and omission. Then one day someone turned on the sunshine and discovered that we were actually selling some goods to our Southern Sisters. Worse, they found that American goods and American service plus American salesmanship had actually taken a goodly slice of business away from the idolized German makers.

It's true, too, that in the last ten years Germany has spent real money in teaching its exporting manufacturers that value must be more than surface deep to prevent further inroads by better-made American products. The greatest obstacle we have had in exporting to Peru or Peruna has been that Mr. Foreign Merchant was buying good goods at profitable prices from someone else. If a buyer says your prices are too high, your terms too short, your packing rotten and your deliveries too slow, you of course sell him because he really wants to buy or he wouldn't bother to argue out loud about the reasons why he shouldn't buy. It's the man who is perfectly satisfied, and doesn't care about being more satisfied, who says simply "No," and lets you rave on without hope.

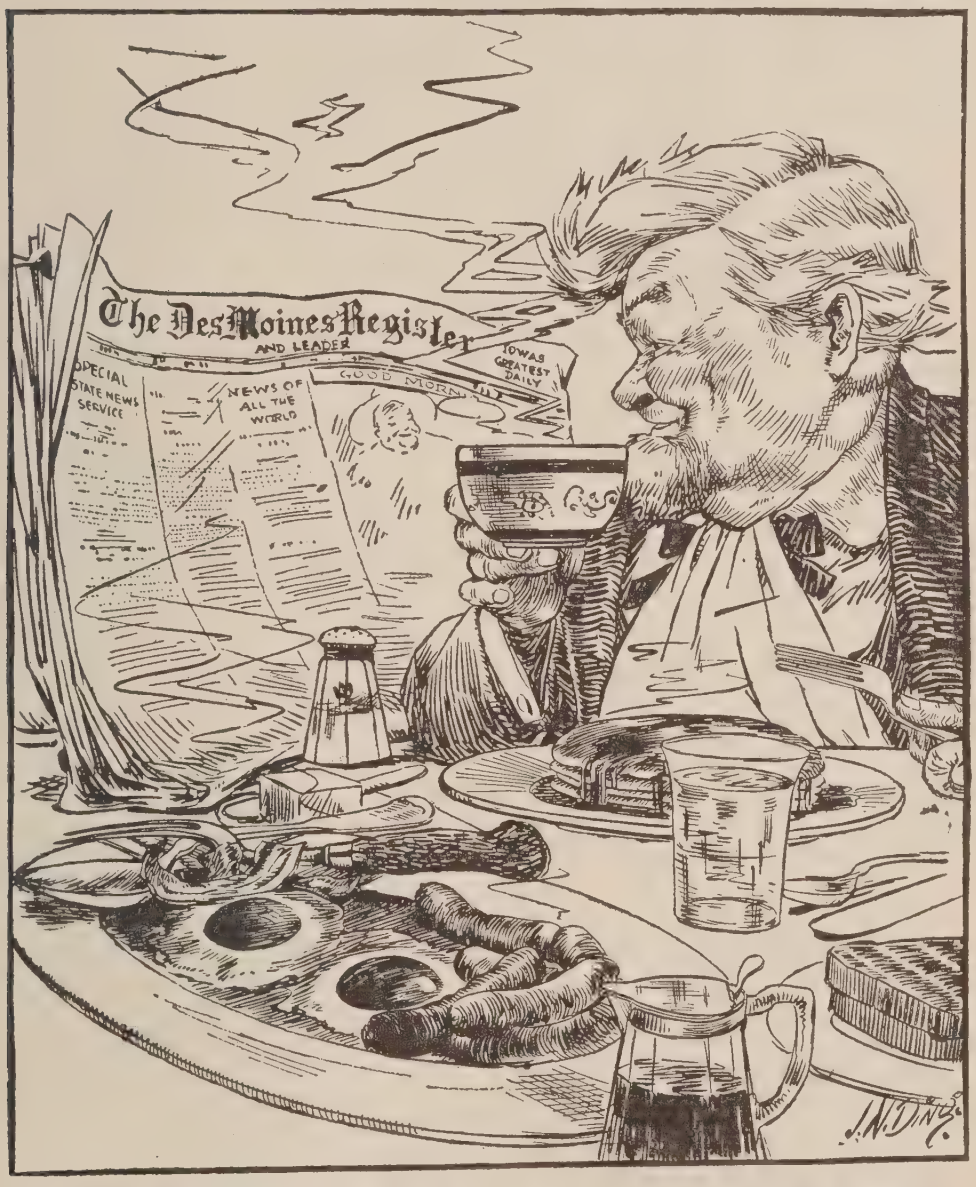
AMERICAN LINES MUST PROVE THEIR WORTH

What is the big characteristic we all know of the Spanish-speaking countries? Isn't it "mañana" with a shrug of the shoulders? The American exporting manufacturer has had his full share of that expressive word. In presenting his best values he has been like the chef, who strives to interest a diner in an entrée when his only need is a finger-bowl. So long as the foreign merchant could get good goods, prices and terms from people he knew and liked, it was a case of really selling goods. This is no particularly easy job right now—with such items as poor transportation facilities, decreased buying power and severe exchange rates to discourage overstocking—but the great big chance is there because the foreign merchant for the first time is in a mood to listen.

When the war is over the for-

(*Continued on page 85*)

"The Standard Iowa Breakfast"



Iowa People Pay Us $240,000 *

a year, in nickles and pennies for The Register (morning) and Tribune (evening). Compared with what they spend for food, clothing, building materials, automobiles, etc., it is the merest trifle. ***Think of this buying power.***

7th Government circulation statement

Daily . . . . 70,256 Sunday . . . 51,376

(net paid) Member Audit Bureau of Circulations

*The circulation receipts of The Register and Tribune exceed the next Des Moines daily by $160,000.00 a year.

The Register and Tribune, Des Moines, Ia.

Representatives

I. A. Klein, New York. John Glass, Chicago.

Free without obligation

TEN TESTS FOR YOUR BUSINESS

"First Know—Then Do"

Are you sure beyond the shadow of a doubt that you are following the line of least sales resistance in your business?

It would be worth a great deal to you to know if your efforts are 100% right—or 25% wrong.

It would save you large sums if you could have absolute, indisputable facts *beforehand* that would take the guesswork out of your advertising and selling.

Beforehand assurance your safeguard

We couldn't have offered you the Mahin Merchandising Audit sixteen or ten or five years ago. It took sixteen years of actual advertising and selling experience before we could perfect it, and now before we offer it to you we have demonstrated that the Mahin Merchandising Audit is practical and originally different from anything you have ever known.

Out of our Mahin Merchandising Audit experience we are now able to prepare Ten Tests to be applied to any business—especially for the man who says: "My business is different." These Ten Tests when applied to your business will be your beforehand assurance of whether your present methods are correct, partially correct or incorrect.

Original tests for each business

When you send us the coupon asking for the Ten Tests that will apply to your business, we do not send you a stock set of tests that have been made up in advance—but we work out for you the Ten Tests that will apply to your own individual business—and if you agree after carefully considering these Ten Tests that your business does not measure up to them, then we will be ready to explain to you just how we can apply the Mahin Merchandising Audit to your business—without obligation.

Executives of large businesses

The man at the head of a large business carries a responsibility in proportion to the size of the business.

No other plan ever devised has placed such a mass of vital facts and figures gathered from both inside and outside of the business as we will submit to you as the result of a Mahin Merchandising Audit.

Pretty strong claims we admit —but we are ready to submit to you the commendation of executives of large businesses who have employed it.

To the small business with big possibilities

The executive of the large business because of his experience has learned to make every dollar count—and in doing so has spent thousands of experimental dollars. By the means of a Mahin Merchandising Audit we can save you the loss of a great deal of these experimental dollars—and we can prove this by the audits we have already conducted for small businesses.

Ask for our "Business Symptom Blank"

Any executive, sales manager or advertising manager of any business, large or small, is entitled to receive the Ten Tests that will apply to his business—without price or obligation. Just as soon as we receive from you the coupon below, we will mail you your specially prepared copy of "Business Symptom Blank" —and from this blank we will formulate the Ten Tests that will apply to your business.

When these Ten Tests are submitted —you are to be the judge and jury —you alone are to decide if *your* business as now conducted or planned will measure up to these Ten Tests.

Here's your coupon

Pin the coupon to your business letterhead and send it to the Mahin Advertising Company, 105 South Michigan Ave., Chicago. If you wish, enclose copies of any selling and advertising literature you may be using, and without delay you will receive the "Business Symptom Blank" and upon request copies of any booklets mentioned here—just check booklets you wish. Send coupon now.

Any or all of these booklets free on request

The Value of Analysis
By H. A. Groth

Why the Agency? and the Folly of Price Cutting
By John Lee Mahin

Requisites of a Successful Salesman
By Wm. H. Rankin

Human Appeal in Copy
By Wilbur D. Nesbit

The Little Two-Cent Salesman
By E. M. Nolen

Putting the Buying Impulse Into Copy
By W. B. Swann

Mahin Advertising Company
105 S. Michigan Ave., Chicago, Ill.

SEND ME

the specially prepared "Business Symptom Blank" —also the booklets checked below—no obligation on my part.

[ ] The Value of Analysis.
[ ] Why the Agency.
[ ] The Folly of Price Cutting.
[ ] Requisites of a Successful Salesman.
[ ] Human Appeal in Copy.
[ ] The Little Two-Cent Salesman.
[ ] Putting the Buying Impulse into Copy.

Name _____

Firm _____

Address _____

Five Tons of Soap

is bought yearly by one Y. M. C. A. branch. This is only one item in one Y. M. C. A. household, but it gives some idea of the enormous amount of supplies that must be purchased by Y. M. C. A. secretaries. They consider "Association Men" as their buying directory and admit they favor its advertisers. In line with this, consider these four facts:

13,131,176 meals were served last year in Y. M. C. A. restaurants.

153,872 men made Y. M. C. A. buildings their home.

2,500 buildings are in operation.

A new building is opened every five days.

The readers of "Association Men" are aggressive. They are vitally interested in everything related to Association matters, including "Association Men." They favor those who favor their cause.

Manufacturers of anything men use and makers of every household article find the advertising pages of "Association Men" an opening to a very rich field. Advance information regarding building erection and equipment is furnished advertisers.

The growth of 400 pages of advertising in five years proves that it pays to advertise in

ASSOCIATION MEN

F. A. WILSON-LAWRENSON, Business Manager
124 East 28th St. New York

HARLEY L. WARD, Western Representative, 19 La Salle St., Chicago, Ill.

eign importer is not going to abandon our American line which has proved itself. Even at a slightly better price he is going to stick close to the firm whose goods have pleased his customers and shown points of advantage.

I can cite off-hand a couple of instances which prove this pleasing fact. In a certain South American country there has always been a demand for the cheapest of cheap lead pencils (let us call the line). Germany owned the business and the situation was that the consumer got his pencils at factory cost, the maker losing, and the dealer not more than splitting even, considering the cost of doing business. When the dealers in that country ran out of the cheap German pencils and could not get more, they listened for the first time to the arguments of American makers who had for years urged them to try to make a real profit even on the lower-priced lines. Now the dealers have found that they can get the price, that the users get enough greater satisfaction and service to keep them pleased, and that the requests for a low-priced line are so few that even when an English maker offered them the means to go back to the cheap goods his suggestion and quotation were turned down flat.

Another instance shows a far greater opportunity on which time and money are being spent lavishly to insure not alone a continuance of business relations when the war ceases, but to place the European competitors under a decided handicap when they seek to reintroduce their product. In this case, up to the time shipments from Germany stopped, the makers in this country of a certain type of supplies for public-service companies were in competition with a style of attachment not permissible by the fire underwriters' regulations here at home.

Only when it became clear that public-service companies abroad could no longer secure the inferior and cheaper foreign attachment would they consider the radical change to the type used in the United States and largely protected by patents. By changing over the equipment to permit the use of this American attachment these companies have all but removed any opportunity for competition from foreign makers in the future.

I have made it a point to talk with a score of export men within my acquaintance and written some few in the interior towns and cities where opinions are self-made and not influenced by a chit-chat of the exporting fraternity in general. I find everywhere the unswerving belief that the ones who get the business in the right way and strive to build up a personal connection with their customers will hold the business against European competition, not only immediately following the conclusion of the war, but right straight along.

BUSINESS FRIENDSHIP NEEDED

For example, J. A. Cunningham, export manager of the Welsbach Co., wrote me, "If upright, steadfast dealing and helpfulness to the customer is ever kept in mind it cannot fail to compel his adherence. It all depends on whether we will afford our representative every advantage in the way of price, quality and the right sort of packing."

Mr. Cunningham feels that mere excellence of product and service even when linked with value are not enough to hold the customer in line, and insists that the manufacturer build up a business friendship by acting in minor matters entirely apart from his own line as the merchant's representative. He points out that the manufacturers of this country have a happy faculty of forgetting a customer between orders, and calls this trait one absolutely fatal in exporting, with which the writer most heartily agrees.

Even an advance in price, as exigencies may decide, will not turn the foreign merchant to others, if he is satisfied that the manufacturer is fair and trying to support him in good faith. Such connections, Mr. Cunningham feels, will continue, notwithstanding the return of old rivals.

It must be understood from the start that when reference is made in this little discussion to American goods it refers to American manufactured articles which are not *identical* with products which can be sold at lower prices due to lower cost. The very slightest advantage in quality, convenience or attractiveness, however, allows them to step into the very class which I so strongly feel can hold the business it gets.

The export manager of a line whose unit price per article averages $5,000 compared the present situation in his foreign business to the world-old story of Finnegan and the drink.

"Is Finnegan good for a drink?"

"Has he had it?"

"He has."

"He is."

"When the war broke," said this man, "we had a bunch of customers that went right on ordering. They owed us some money, and we knew that we had got to continue to extend credit and that we were going to keep on selling them. We also knew that it might take some time to collect what we had outstanding if we stopped credit and in addition we had a number of contracts which called for credit and which could not be canceled for six months. Really we were kicked into handling the situation the right way—and we know it is the right way because we have not lost a dollar on an account that we would not have lost anyway and our total loss is the unpaid balance of a firm we were selling on a moral risk, and the only reason we lost there was that the man died before he could sell the stock on hand."

CONSUMERS WILL HELP HOLD TRADE

The American Ever-Ready Works have a most pleasing export trade, and consequently the opinion of F. S. Philips as export manager is entitled to more than casual attention. Speaking for his own product he makes the point that where in South America before the war he was advertising unsuccessfully so far as large volume was concerned, his company is now getting the business, and while a certain part of it is bound to go back to lower-priced European lines the best part of it will stick provided the war lasts long enough to get close to the trade and educate the consuming public to the value behind the export price. There is a great big difference between pleasing theory and depressing fact.

Before export business can be wrested away from our European rivals, it first must be secured. H. B. Gregory, export manager of the Patton Paint Co. (Sun Proof Paints), brought to my attention an unusually interesting side of the whole matter. He said, "If you want to find out whether American manufacturers are going to hold the business after the war it is a healthy scheme to ask the dealer on the other end rather than ask yourself."

When he was in the West Indies last winter he made it a point to get under the hide of both American and native dealers on this very point, and the replies were certainly illuminating.

For example, take one dealer, a Spaniard with 15 years of commercial exchange with the United States and Europe and a man who has traveled extensively on both continents. He told Mr. Gregory, "Your American manufacturers have got the wrong idea entirely on foreign trade. Most of them who go after it are trying to play a new game and make up their own rules as they go along. It is needless to say all of their new rules are in their favor. Few of them have the slightest idea of how to handle foreign credits, how to attract the merchant, how to appeal to the consumer, etc. Of course, I am referring to their export business. If they would only treat the foreign merchants the same way that they do the dealers of their own country, they would get along much better. As it is, I do not think that many of them will hold any business that they have secured as a result of the war. There are certainly a number from whom I am now buying that it will give me the greatest pleasure some day to tie

(*Continued on page 88*)

THE AYER & SON ADVERTISEMENT
(*Concluded*)

Put on your chaps and spurs and take a little run from the 2=X (Two Double Bar X) Ranch over to Old Man Hill's Hangout. It's only twenty-four miles—a three-hour trip for the bronc—and the way is down Wild Cat Creek, along the Crazy Woman, over Wagon Hound Divide to No Mouth Creek, then across Chugwater Flats to the Little Big Horn, and there you are! This is an imaginary journey, but typical Wyoming names. The cowboys have burned them in for keeps.

The advertising man feels at home in Wyoming for another reason. They've taken our good old motto, "Keeping everlastingly as it brings success," and adopted it for their own. They have shortened it up to read "Git Thar," but the meaning is the same. Wyoming takes short cuts. She is not tied down by conventionalities, not afraid to try a new thing. She "gits thar" in her own way.

In all of which we agree with Wyoming. We learned long ago in the advertising business that there is no one way—no cut and dried or stereotyped way. We give Wyoming greeting, and say, "go ahead, make your own way."

Wyoming is blessed with Woman Suffrage. Women hold State and County offices, serve on juries and have all the other rights and privileges thereunto appertaining in about as full measure as could be desired. But here appears the necessity for some judicious advertising. The State is short of women.

Turning from politics, they farm some in Wyoming, dig some anthracite and other coal, produce some oil and gas and mine a few of the one hundred and fifty-six varieties of minerals the State boasts. But it's sheep we want to talk about. Let us pass on over Wyoming's several hundred thousand cattle and horses and come to sheep.

Wyoming is *some* on sheep and *some* on wool. Here is where she makes the other States sit up and take notice that she is on the map. A loud noise is heard out that way whenever Schedule "K" is considered in Congress. Her five million fleeces do look golden. But Wyoming lets go too soon.

The great clip finds its way into lofts in big cities, Chicago to Boston. That is where the Philadelphia and Fall River mills go to look for wool. Wyoming's men, women and children wear good woolen clothes, but it's a long way around from the shearing sheds to the made-up garments in Wyoming's stores.

We shall not indulge in pipe dreams for Wyoming, but we do not doubt she will some day look into the glass and see herself manufacturing wool. Then she will come into her own. Advertising cannot help the sheep herder much, but when Wyoming goes to making things out of wool, she will find advertising the key to unlock her true greatness.

It's a far cry, but one can easily imagine Wyoming standing with Massachusetts, upholding the manufacturing end of the wool industry instead of confining herself to the production of raw materials.

Wool is a sufficient basis for a State's prosperity. We have helped to popularize scores of things made of wool, and hope to perform such a service for Wyoming people some day. We are not too far away to see all over Wyoming and appreciate her vantage points and her needs. We have clients in the Rocky Mountain States, and clients farther West. Our latchstring is on the outside for Wyoming.

N. W. AYER & SON
PHILADELPHIA
NEW YORK BOSTON CHICAGO

Canadian Campaigns

ADVERTISERS influenced in the selection of mediums and agency service by the fact of membership in the Audit Bureau of Circulations are advised that the undernamed publications and agencies are

A B C
Members in Canada

DAILIES

HERALD . . . . . Calgary
EVENING PROVINCE . Regina
TIMES . . . . Moose Jaw
FREE PRESS . . . London
BRITISH WHIG . . . Kingston
(also Weekly Edition)
EVENING CITIZEN . . Ottawa
HERALD & MAIL . . Halifax
(also Weekly Edition)

ILLUSTRATED WEEKLIES

CANADIAN COURIER . Toronto

AGRICULTURAL WEEKLIES

FARMERS' ADVOCATE . London
CANADIAN FARM . . Toronto
FARM & DAIRY . Peterborough

ADVERTISING AGENCIES

H. K. McCANN CO., Ltd. . Toronto
J.W.THOMPSON CO., Ltd. Toronto

Lydiatt's "What's What in Canadian Advertising" is an authoritative, convenient and comprehensive guide to merchandising and advertising in Canada. Price $2.00. Obtainable from W. A. Lydiatt, 53 Yonge Street, Toronto.

tin cans to, if you will pardon the American vernacular.

"Of course, there are exceptions, such as your own company and a dozen other American manufacturers with whom I have had very delightful and exceedingly profitable business relations for years. But not so with the majority of American manufacturers, for they don't come across when it comes to export trade and they do not seem to look at it as a permanent proposition. Instead of grasping opportunity by the forelock they grab it by the tail and hang on until shaken off."

The practice of making up rules while the game is in progress may win temporary advantage, but it has never been known to result in permanent preference.

There are in the United States two export service organizations in a position to know intimately, not only the feelings of the manufacturer, but the feelings of the foreign importer. W. M. Benney, manager of the Foreign Trade Department of the National Association of Manufacturers, looks at the situation with a full conception of many factors easy to ignore and brings out some of these in saying frankly, "It is my opinion that should the war end now, or a year from now, we should see for some years comparatively little change in the character or proportion of the share of the United States in the export trade in manufactured goods. While it is true that our exports during the fiscal year ended June, 1915, have exceeded any other year in our history, the great increase in these values over the previous years is directly caused by the circumstances arising out of the great conflict, and which reasons for the increase will almost altogether cease at the close of the hostilities.

"During this year of conflict in Europe and commercial anxiety throughout the rest of the world, the ordinary course of trade has been seriously interferred with and domestic business, as a whole, has been far from satisfactory. While these circumstances have probably caused more manufacturers than

ever before to take a direct interest in oversea commerce, nevertheless the circumstances surrounding the cultivation of that trade have been so unprecedented that only a comparatively small minority of American manufacturers have taken advantage of such opportunities as offered for the direct promotion of their foreign trade connections. It is quite probable that all of our increase in export trade during the past year and more is accounted for by the fact that the purchasers have themselves taken the initiative in looking for sources of supply in the United States.

"Should, therefore, the war end within a comparatively few months and domestic business show a strong upward movement, we should see in this country what we have seen so many times before during recoveries from business depression, that the larger proportion of manufacturers now giving some direct attention to export trade will at once devote their whole time to domestic business, leaving a very small minority indeed to reap the immediate benefits to be derived from that patient, persistent and intelligent cultivation of foreign trade connections begun before the war and continued during the war with the same consideration for their foreign customers' circumstances as that of their domestic patrons.

"It will take more than one year or two years of effort for the manufacturing interests of the United States as a whole to make serious inroads into the trade of foreign countries in competition with those of European countries, belligerent or non-belligerent, *if the latter are at all prepared to compete on the old lines within a reasonable period after the conclusion of peace.*

"If they are not so prepared, it will mean that the buying capacity of the whole world will be in similar degree curtailed."

The point Mr. Benney makes, that a year or two of effort now is not enough is something that every newcomer in the export game should bear in mind.

Exporting is essentially to-mor-

"Personality in Sales Letters"

A Booklet We Will Send You

It's an honest-to-goodness booklet on Personality in Sales Letters with 21 pages of good thoughts on the subject and not a sentence in the 21 pages that mentions

Old Hampshire Bond

Our idea is that if we can get men to realize the power and importance of real letters, the advantages of Old Hampshire Bond Stationery will be apparent.

If you would be interested in looking over some specimen sheets of Old Hampshire Bond, say so and we will include a sample portfolio with the booklet.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASS.

The Only Paper Makers in the World Making Bond Paper Exclusively

row's business and only those who are willing to see that work in the present means more work in the future should tackle it. It is not a plaything that one can enjoy to-day and drop to-morrow and make a profit on between times, nor is it of any profit to the country or the individual to make paper profits by thinking of export and not exporting.

FUTURE WILL ADJUST ITSELF

Dudley Bartlett, Chief of the Foreign Trade Bureau of the Philadelphia Commercial Museum, made this latter point clear to the writer when he said:

"Consideration of plans for holding, after the war, the trade that American manufacturers may secure during the conflict appear to me to bear a strong family resemblance to the famous discussion of the proper way to cook a rabbit, and the preliminary solution at least of the problem is practically the same. First catch your rabbit. Get the trade first and the question of keeping it may well be left to the future.

"Extraordinary efforts to land war orders, temporary in character, are not going to build for the future, and are very apt to prevent any serious effort to establish permanent trade, which will, I am sure, have a very serious effect on the labor situation in this country. Just what effect labor problems, which our European competitors will be called upon to solve after the war, may have on their solution it is very difficult to forecast.

"While in England recently I talked with a number of manufacturers who freely expressed the opinion that the labor cost of practically all lines of manufacture would be materially increased after the war. If this proves to be true price-competition may be lessened to a considerable degree, provided there is not a corresponding advance in the price of labor in this country.

"Those manufacturers who have had wide experience in foreign markets know, however, that price is not always a ruling factor in export trade, and that an article once well established in any market of the world has an advantage which mere underbidding cannot always overcome.

"Looking to the future, I see Belgian competition eliminated for some time to come, German and Austrian competition greatly lessened, especially in the matter of long credits, and French competition less keen. England is the country to be reckoned with, but in all neutral markets I can see no reason why American manufacturers cannot hold their own against the manufacturers of Great Britain in a vast number of lines.

"After all we circle around to the starting point, and unless our manufacturers do more than they have been doing to establish a basis for future business in foreign countries, I cannot see that we need waste much gray matter on methods of keeping trade until we get some to keep."

It is an easy thing to prophesy about the war, because in all probability there will be ample time for one's words to be forgotten.

That makes it safe for me to clasp hands with an export manager whose name is omitted by request. He answered my question by saying frankly, "Sure, we will keep what we get during the war. If we do not, we will get some more somewhere else. Man dear, we have got to, because I need the money to keep a wife and two starving children out of the poorhouse. Remember that when you are told that Germany must have the business. Right here in the United States are a growing number of young men who have no intention of allowing any European or domestic competitor to take their jobs away from them."

Another thing to remember is that the United States concerns itself little about what it hasn't, but works mighty hard to hold on to what it gets. The export trade that has been little bother because it didn't exist to the average manufacturer will be regarded and guarded as an asset when peace comes.

You must get the busy man's *attention first*

The genuine quality of your stationery on

CONSTRUCTION

BOND

will secure the attention for your letters which quality always commands

White and Eight Colors
Envelopes to match

How often you say to yourself, "If we could only get the trade to *realize* what we are offering——." You know the big job is to get the busy man's undivided attention—a hard job, too.

Even your humblest prospect has more demands for his attention than he can heed. Only those things which *insist* their importance have a chance to be noticed. Today you must compete successfully for attention—as well as in goods and service.

Those frequent sales letters to the trade which you so wisely use—they must secure attention or they are wasted Make them look important. Use a strong letterheading on a sheet of crisp, substantial Construction Bond It has the crackle and quality which make a letter seem important. You recognize it as a paper markedly superior to the average

You will find it easy to secure impressive stationery on Construction Bond. It is carried in stock by the most responsible manufacturing stationers in the 200 principal cities of the United States and Canada. They buy it direct from us in large quantities. Naturally, good value, fine workmanship and prompt service go with Construction Bond.

Let us tell you of whom to secure it in your locality. Write now and receive free our portfolio of letterhead suggestions.

W. E. Wroe & Co., Sales Office 1004 So. Michigan Ave., Chicago

Herbert Everett

has resigned as Advertising Manager of John Wanamaker's New York Store to become assistant to

Robert John

head of the Copy Department of

The Van Cleve Co.

GEORGE B. VAN CLEVE
New York, November 15, 1915

One Year's Conservation Brings Back Prosperity to the South

Views of Asa G. Candler, S. C. Dobbs and Other Leading Southerners on Industrial Conditions

CONSERVATION of resources and economy of habits have been prime factors in bringing the Cotton States of the South out of the worst situation they have had to meet since 1863.

The plight of the South a year ago is too well remembered to need retelling. The largest cotton crop in its history had been grown, and one of its chief markets was cut off. That was the story, in few words.

How the situation was met and the manner in which the Southern States trimmed their sails when disaster threatened to engulf them has been told PRINTERS' INK by S. C. Dobbs, vice-president of the Coca-Cola Company and ex-president of the Associated Advertising Clubs. Mr. Dobbs has also secured especially for PRINTERS' INK the views of several of the South's most successful business men and bankers upon the prospects of an immediate period of prosperity.

In ascribing the reasons why the South has not suffered as much as was dolefully predicted for her a year ago, all of these men, it is worthy of note, emphasize the important part played by economy of personal habits. Along with this in importance is placed diversification of crops, which makes the Southern States today more nearly self-supporting than at any former time in the country's history.

VIEWS OF LEADING MEN OF ATLANTA ON THE SOUTH

Asa G. Candler, one of Georgia's leading citizens, says: "While it is now evident that the South's cotton crop will be possibly the largest per acre that she has made without the use of more than half the amount of fertilizer and other farm expense, she will probably realize as much money from the 1914-1915 crop as she did from her largest cotton crop ever gathered in 1913-1914. Besides this, the necessity for diversified farming having been recognized at the beginning of the current year, her barns are literally full of forest and food crops."

The South is destined to enjoy the "most unprecedented era of prosperity that the country has ever known," in the opinion of Ernest Woodruff, president of the Trust Company of Georgia and the founder of more successful industrial institutions than any other man in his section of the country.

"You are aware," said Mr. Woodruff, "that the company I represent is interested in a number of large corporations in this section representing varied lines. Reports from these corporations not only indicate a much larger volume of business, but a marked increase in net earnings over the previous year. It is evident that even though the present cotton crop appears to be 25 to 30 per cent short of last year's, collections of fertilizer companies and wholesale merchants are better than they have been for a number of years, and the local bank deposits are in excess of what they ever have been."

Frank Hawkins, president of the Third National Bank of Atlanta, is another of those interviewed.

"We have a splendid corn crop," he asserted, "and the people have been economical, so I consider that we are today 100 per cent better off than we were a year ago. In fact, if the people would live at home and practise economy, this would be the richest country under the sun."

Robert F. Maddox, vice president of the American National Bank of Atlanta and former mayor of the city, expresses himself similarly:

"Since the European war be-

gan, the South has learned two valuable lessons: the first, economy; and the second, diversification of crops. The result has been that the South is now able to liquidate her debts and will have a surplus for investment."

"The people are paying their debts, and live at home, and we are accumulating some surplus money," is the succinct statement of A. P. Coles, vice-president of the Central Bank and Trust Corporation. Mr. Coles has been termed the best informed man in the South regarding conditions relating to cotton and foreign commerce. Continuing, he said:

"Through close economy and retrenchment brought about by the war, the South has put itself on a firm foundation for gradual and permanent improvement, which will be accelerated to a greater extent when peace finally comes."

THE SOUTH BECOMES SELF-SUPPORTING

The prohibitive prices of commercial fertilizers have caused the cotton planters to turn their attention to other crops, says Mr. Dobbs.

"Five times as much corn will be raised in Georgia this year as was raised less than ten years ago," he continues. "There is being held this month in Atlanta a Corn and Cattle Show. Few people know that a Georgia boy holds the world's record for the highest production of corn on a measured acre.

"The meat production of the South this year will be far in excess of any year in its history.

"All this spells rapid recovery for a very sick patient, and unprecedented prosperity for a section whose natural resources surpass those of any area of like proportions on the globe."

The industrial conditions in the South are adequately mirrored by the sales and advertising plans of the Coca-Cola Company.

"When the storm struck," Mr. Dobbs tells PRINTERS' INK, "the Coca-Cola Company did not materially change its advertising plans. Not a man was taken off the road in the South or any other section. We suffered, as all other manufacturers have suffered. But to have halted at that time would have, in the opinion of the writer, been suicidal.

"During 1915 we have worked the trade in the South more assiduously than any year of our 30 years of existence. Our newspaper campaign has been up to the level of previous years and display advertising during the past season has been used even more liberally than any year of the past.

"During the early months of this year business was dull, and orders comparatively small, but collections in the South have been better as a whole than any other section, and during the past 60 days business in the South and Southwest has been unusually satisfying in size as well as frequency of orders.

"With active business relations with every section of the United States and Canada, as far as I can judge, trade conditions in the South to-day are in a healthier condition than in any other section of the country. And this in view of the fact that Southern manufacturers are participating to a very limited extent in so-called 'war business'.

"With this information before us, we are planning our 1916 campaign."

Addition to Dan A. Carroll's Staff

James B. Hill and G. H. McBride have been added to the organization of Dan A. Carroll, New York special newspaper representative.

Mr. Hill has been with the Frank Presbrey Company for a number of years and will act as office manager for Mr. Carroll, as well as being in charge of general follow-up work.

Mr. McBride has been identified with *Scribner's Magazine* as solicitor for nearly five years, and will work with Mr. Carroll in the development of new accounts.

Albert Fox Resigns from New York "Herald"

Albert Fox, who was appointed general manager of the New York *Herald* last July, has resigned and will go in business with his son in California. No successor has thus far been appointed.

Reflections on Choosing Advertising Assistants

St. Louis, Mo., November 6, 1915.

Editor of Printers' Ink:

Having read with great interest the excellent article by "An Advertising Manager," in Printers' Ink for October 28, on "The Choosing and Training of Advertising Assistants," I am tempted to offer the following observations:

The article is forceful, vigorous, sincere, and the style pictures the man behind it. The viewpoint, however, seems to me not judicial, but colored by the temperament of the writer. We know that plenty of men, able men, disbelieve in the "cyclone" method of running a department; we know that it is at least open to doubt whether such methods make for maximum efficiency. The writer seems, from the account, to have had some trouble with the men he has hired; he complains that it is common for orders to be construed literally when the employee is not in sympathy with them; but is not that always the result when the employer is of the positive-spoken kind, who, to quote again, wants "the thing done *my way*"? I am quite ready to agree with the writer when he says that probably he is "often unreasonable in his demands and unjust in his criticisms," for he seems to me to give evidence of inconsistency on the face of his article. He complains of the lack of initiative in an employee; but does he not discourage initiative? Is he not, in fact, like the carpenter who complains of his tools? Is there not something more than "rough stuff" to the science of handling men?

Among your epigrams on page 37 of the same issue is this: "How many advertisement writers are obsessed with a mental picture of the man who O.K.'s the copy rather than a vision of the buying multitude!" True; that is the curse of most advertising copy. I am inclined to believe that that is the only kind of copy the author of the article in question gets from his "help." A cyclone in the office is not conducive to intelligent, convincing copy.

No, I think when the case is presented in this way (and there is a lot of sound meat in the article) it is a pity not to print also the view of some employer of another type, to balance it. I am sorry I cannot do it, but you may run this letter in agate with the proviso that I have the same privilege as the author mentioned, namely, of remaining anonymous. Why not ask Henry Ford for his views? Or Charles Brownell?

Benevolent Neutrality.

To Induce Dealers to Improve Windows

"Mr. Re-Model" has been adopted as an advertising character by The Webber Company, of Cleveland. He delivers this message in one advertisement—"Your store front is your introduction to your possible customers. Make it distinctive and attractive—impressing the passing throng with the value of your merchandise. We'll do the remodeling quickly and economically."

Fatima's Holiday Package

The holiday package of "Fatima" cigarettes is a nickel-silver jewel case, containing 100 cigarettes. The case is not chased, and is of a severe Colonial design, the only advertisement upon it being the name of the brand upon a removal ribbon across the blue velvet lining of the cover. The company is advertising the case, when empty, as a jewel box for men or a jewelry case for women. The package, filled, retails for $2.50.

Several large cigarette manufacturers, notably the American Tobacco Co. with "Pall Mall," and Philip Morris & Co. with "Philip Morris," will follow in 1915 a practice regarding special holiday packages which they tried out in 1914 and found successful. That is, Christmas boxes of 100 cigarettes will carry no special ornamentation other than Yuletide ribbon and a bit of holly, or other seasonable outer wrapping. Such decorations may be readily removed from the goods, leaving the packages intact and salable to regular trade, in cases where jobbers or retailers happen to have left-overs after the holidays.

To Inculcate Dealer Good Will

An unusual attitude, in view of the fact that it is marketing a substitute for wooden shingles, is taken toward the latter by Bird & Son, East Walpole, Mass., manufacturers of Neponset shingles. In a current ad to builders, the illustration shows a contractor holding out a composition shingle, but saying, "My sale of wooden shingles increased!"

"When I first took on the Neponset shingle," the talk continues, "I expected it would cut into my wooden shingle business. Instead, Neponset shingles advertised me and my business, and increased my wooden shingle sales."

This is perhaps the first time that such an argument has been used to building materials dealers to boost the sale of a material which is competing with a line already handled.

Paint Company's Appeal to Spruce Up

The American Paint Works, of New Orleans, are conducting a campaign of advertising on Climatic Paint in which an attempt is made to arouse civic pride. In New Orleans this appeal was made recently:

"The town needs paint and needs it *now*. Our little Poster Stamps and constant publicity are announcing to the world that *this* is the Winter Capital of America. Present prospects are great! We're on the verge of a record-breaking tourist season and one of greatest prosperity. It is time *now* that we prepare for it. Just a finishing touch of fresh paint—and all's ready to greet the stranger and tempt him to linger."

Each advertisement gives a list of painters who use the products of this company.

There's Nothing Quite Like It!

That's my constant reply to you folk who ask me to name a paper in the U. S. A. resembling

London Opinion

so that they may give it its correct standing.
Witty and Humorous, clean above all things, never a suggestive line. Taking an optimistic point of view and treating life as a joke, yet sufficiently close to the hearts of the people to help you sell them good goods for good money.
The latest circulation certificate is just out, it's yours for the asking.
Send me a postal to-day.

John Hart

Advertisement Manager

LONDON OPINION

15 York Bldgs., Adelphi, London, Eng.

Copy Written from the Buyers' Viewpoint

Absence of Dramatic or Unusual Features the Reason for Much Dull, Unproductive Copy, Advertising Agency Man Declares—The Relation Between Copy and the Selling Plan

"SELLING is always tiresome, buying is always fun," is the way F. R. Feland, of the copy staff of the George Batten Co., New York, summed up his belief that advertisements should be written from the buying, and not the selling, viewpoint. In his talk before the Advertising Club of New York he spoke in part as follows:

There is nothing in the etymology of the word advertising that connects it with selling. Taken too literally the assumption that advertising is selling has been responsible for more bad advertising and disappointed advertisers than any one thing.

Advertisements before they can sell must interest.

If that sounds to you like a flat piece of flapdoodle reasoning get ready to change your mind about it, because I am not going to cite any four steps to a sale. I am going to tell you why many advertising campaigns fall down.

It is because the plan of the campaign and the copy for the campaign have not been identical or at least Siamese in their interdependence.

Your copy is not a thing separate and apart from your plan. Your copy is your plan.

If an advertising campaign is planned to secure distribution, it can do so only by impressing the trade that the national copy is going to awaken a profitable interest in the goods to be sold.

Every item in your plan has its life breathed into it by your national copy. If your copy is weak in its heart your plan will have no blood in its extremities, and your advertiser will have cold feet next year.

If your plan is a straight selling plan, devoid of interesting, dra-

matic or unusual features, your copy will be straight selling copy, which is usually the kind that does not sell.

Handicapped by such a plan the skilful writer may interest you with his headline, or his opening, or his picture, but when he begins to talk about his goods his advertisement breaks like the point of an oversharpened pencil, and is as quickly tossed aside.

Ninety-nine advertisements out of a hundred are unspeakably dull and uninteresting because the writer is writing from a selling standpoint and not from a buying standpoint. Selling is always tiresome, buying is always fun.

The first step in any advertising plan that is right, is to find that big interest idea, and the place to look for it is in the needs and habits of the people you want to sell. If the idea is 100 per cent good it will not be a selling idea at all. It will be a buying idea. The copy you build around it will not be selling copy. It will be buying copy. If you think that is a distinction without a difference how do you account for the famous word-of-mouth advertising which everybody admits is the one best kind.

Word-of-mouth advertising gets its powerful selling efficiency from the circumstance that the word-of-mouther is not trying to force a sale on the word-of-mouthee.

Mrs. Brown is praising her new cooking range to Mrs. Jones. Mrs. Brown is not trying to sell Mrs. Jones that range, she is merely seeking to interest her friend, and she will talk about ranges only so long as she fe ls that the subject is interesting. Her attitude is exactly the buyer's attitude. She does not fail to recapitulate the disadvantages of that range and she does not seek to belittle the fact that it cost a good round sum of money.

Take heed, I do not mean that these are directions for writing an advertisement, but I recall them to show that so long as she is interesting, so long as she does not swing sharp from a buying attitude to a selling attitude and hand out a booklet, and say "Take home this informing little book,

In Fort Worth, Texas

The A. B. C. auditor's report, after his examination made last Spring, proves that the RECORD leads in total paid circulation, daily.

The total city paid circulation of the FORT WORTH RECORD is 11,070. There are about 11,833 homes of worth while people in Fort Worth. This is excluding the negro and the very poor foreign laboring population, consequently you can see that the Record practically puts one paper in every good home in Fort Worth every day. Total paid circulation 36,000 daily.

All over the South the morning paper is always the best paper. Every one of the four leading papers in the four principal cities of Texas are morning papers. Take the leading cities of Louisiana, Tennessee, Florida, Georgia, or any other southern state, and almost invariably you will find the morning paper is the leading paper, not only in prestige and in circulation, but in the respect of the people, in buying power and in volume of local business carried.

It is the same in Fort Worth. The Record leads in local display, and in classified; it leads in pulling power and in prestige. It stands for the best interests of its community, and the people know this and believe in the paper.

We only represent morning papers in the South.

Cone, Lorenzen & Woodman

Publishers' Representatives

New York Atlanta Detroit
Kansas City Chicago

Sally, and learn more about the advantages of cooking by gas," so long as she simply sustains the interest she has aroused, the leaven is working. She is selling a stove and doesn't know it. The copy-writer, on the other hand, thinks he is selling a stove, and he "ain't."

The plan of an advertising campaign is the discovery of a major buying idea. The real plan of any advertising campaign can usually be expressed in a couple of sentences. What the advertiser thinks is his plan requires charts and sheafs of typewritten paper, estimates from electrotypers and a sheet of figures showing that he is buying more circulation than the total population of the United States.

The advertising writer only sees a secondary value to these things. To the mind that has worked out the major buying idea they will always rank as details.

One of the most dramatic little advertising successes that I have observed in the past year is the Goodell-Pratt Campaign. If you know it at all, you know it as Mr. Punch.

What was the plan? It was "Associate Goodell-Pratt Tools with Home Tinkering."

There were 1,500 tools. Carpenters knew them. The thing that the advertising wanted to accomplish was simply to make the name Goodell-Pratt on a tool mean something bigger than a good tool to a carpenter. Obviously the job was to make the carpenter feel the prod of public opinion. One of the things that sells Packard cars is the knowledge that the very newsboy who rushes to open the door of your limousine knows the Packard when he sees it and knows that it ranks as one of the best cars made.

Out of a confusingly large catalogue, Goodell-Pratt Automatic Drill No. 185 was selected. It was named Mr. Punch. Mr. Punch was advertised to the consumer as one of Goodell-Pratt's 1,500 tools. Dealers don't order it any more as Automatic Drill No. 185. They order Mr. Punch.

Wherein was that copy distinct from the plan?

I believe there were dealers' electros, and one of those fearsome, wondersome trade folders and, oh yes, a counter card, but are those things your *plan?*

Plan is copy. An advertising plan is not a selling policy. It is the idea you are going to try to impose on the minds of your consumers.

If your copy is interesting its length is a detail. The plea for brevity in copy is a reaction from dullness. "Since advertising must be dull" we have reasoned unconsciously, "let's make it as short as possible." The plan that specifies length of copy before the copy idea is determined is walking a scaffold in the dark.

Why do advertisers insist on regarding an advertisement as a physical thing.

The length of an advertisement is not physical. It is psychological.

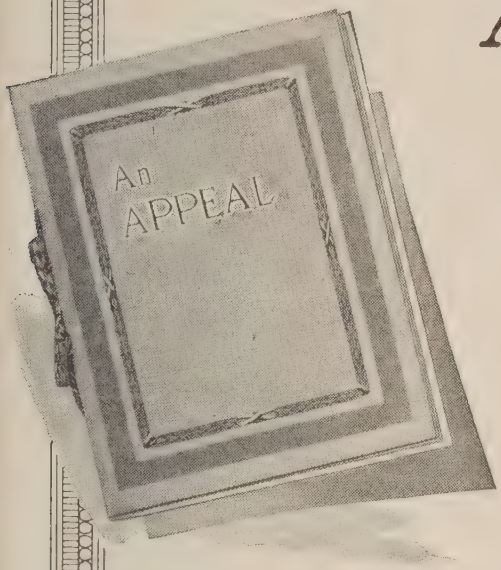
The length of an advertisement should not be measured by the size of the type, or the number of words or the number of agate lines, but by its interest value.

The length of an advertisement is in inverse ratio to its sustained interest. Which, I ask you, is longer—A sermon on a bright Sunday or a six-reel photoplay. Two pages advertising the Anglo-French War Loan or three pages by Irvin Cobb? Four 15-minute periods of football, or one 15-minute after-luncheon talk on planning a copy campaign?

Trade Press Association Elects Officers

The New York Trade Press Association held its annual meeting for the election of officers on November 19. A. C. Pearson, general manager of the *Dry Goods Economist,* was elected president; H. E. Cleland, advertising manager of the Hill Publishing Company, vice-president, and S. T. Henry, vice-president of the McGraw Publishing Company, treasurer. Directors chosen were W. H. Ukers, publisher of the *Tea and Coffee Trade Journal;* Charles W. Price, president of the *Electrical Review and Western Electrician;* Fritz J. Frank, advertising manager of the *Iron Age,* and G. E. Fly, president of the *American Architect.*

Henry L. Freking has sold the *Vegetable Grower* to C. A. Taylor, publisher of *Farm Life,* the change to become effective with the January issue.



A BOOK

for printing buyers—

demonstrating fine printing
—in black as well as color—
displaying various papers
and their uses—
showing their true value in
Quality Printing

LEHMAIER & BRO.
PRINTERS AND DESIGNERS
295-301 LAFAYETTE STREET
NEW YORK, N.Y.

Ask on your business stationery for a copy

BUFFALO
450 Rooms 450 Baths

DETROIT
800 Rooms 800 Baths

CLEVELAND
700 Rooms 700 Baths

AFTER January, 1916, Hotel Statler, *Cleveland*, will have 1,000 rooms, 1,000 baths. Four hundred of these rooms (with shower bath) will be $1.50 and $2.00 per day.

Euclid Avenue, at East Twelfth Street, with the city's finest clubs and retail stores grouped in its immediate vicinity.

You'll always find other advertising men at The Statler

HOTELS
STATLER
BUFFALO - CLEVELAND - DETROIT

Hanging Up a Record

ONE year ago the monthly edition of the National Geographic Magazine was 350,000. With the January, 1916, issue, the guarantee will be **450,000.** The gross loss from every known cause is slightly under two-and-a-half per cent, and this includes lapse, death, and non-payment. The total loss is only one per cent above the actual death rate.

PLEASE consider the advertising value of ninety-seven and one-half per cent renewals plus 100,000 NEW subscribers within the year, who came without the inducement of a clubbing offer, premium, or solicitor—in short, the only inducement the Geographic offers to new subscribers is the Magazine itself.

The circulation builds itself almost automatically, and for the proper valuation of the Geographic's advertising pages consider these facts as a basis.

Because of the rapid increase in circulation and with the full knowledge that it will exceed a 450,000 monthly edition during the coming year, a revision of the advertising rate is necessary; therefore, beginning with the January, 1916, issue, the rate will be $700.00 a page and pro rata, as indicated on the Rate Card.

We are absolutely limited to 50 pages of paid advertising in any single issue, so every page is really a preferred position.

The story of the Geographic is truly remarkable—from 4,000 to 450,000 in ten years—the largest direct-subscription circulation of any non-fiction magazine in the world, with a quality of subscribers that is without equal in the publication field, not only in intelligence but in income.

Fifty advertising pages is the limit in any issue.

JOHN OLIVER LA GORCE
Advertising Director
16th and M Streets, Northwest
Washington - - D. C.

Western Representatives
GODSO & BANGHART
1521 Harris Trust Building
Chicago - - Illinois

New York Representative
JOHNSON M. TROXELL
1 West Thirty-fourth Street

Putting Up Bars to Misspelled Names in Advertising

Trade-mark Authorities Also Take Interesting Action on Use of Numerals

IT'S the rocky road to Dublin for the misspelled word in advertising if it so happens that the advertiser wishes to use his favorite misspelled word as a trade-mark.

Recent notable decisions at the United States Patent Office emphasize this in no uncertain fashion. For some time past it has been steadily and increasingly manifest that United States Government officials are loath to grant trade-mark registration to any trade-name that is merely a misspelling of a word or words that would not otherwise be acceptable. Latterly the prejudice against such twists in spelling has become so marked that it may as well be accepted as an established principle of trade-mark practice.

Notaseme Hosiery Company is one of the general advertisers that suffers most heavily from this stiffening of practice at the Patent Office—for it must be admitted that the trade-mark registration bureau has not always been as pronounced against the misspelled word as it has been these past few months. The Notaseme company has been using "Notaseme" as a trade-mark for hosiery since the year 1907 and has represented to Patent Office officials what is well known in advertising circles; namely, that large sums have been expended in advertising. However —and here lies the moral of how not to do it—the Notaseme company unfortunately waited until its coined word had become a very valuable trade-mark before any attempt was made to register it at Washington.

Rejection of "Notaseme" was made at the Patent Office within the past few weeks on the ground that it is equivalent to "Seamless" or "Without a Seam," both of these latter being objectionable as descriptive of the goods, although there is in existence a registration of "Seamless" by another firm, presumably under the ten-year clause of the trade-mark act. When the Notaseme company carried its case, on appeal, to the highest tribunals in the Patent Office it was held that, though three words had been condensed into one and "seam" had been misspelled, it is apparent that the coined word can convey but one meaning and that is that the hosiery is seamless. Hence "Notaseme" could not be registered in view of the prior registration of "Seamless" for the same class of goods.

But whereas the conflict of "Seamless" and "Notaseme" may serve its convenient purpose, it is evident from a careful reading of the entire opinion that the misspelling of the word or phrase is the real stumbling-block in this case, as it has been in so many others recently.

THUMBS DOWN FOR "NOTASEME"

The Notaseme company pointed out that the Patent Office has in days gone by registered words "equally objectionable," such as "Notaire," "Noslip" and Notaweave," and it was argued that, in the light of these acceptances, the refusal of "Notaseme" was nothing short of discrimination. However, even these arguments failed to move the reviewing authority, who said: "Whatever may have controlled the Examiner of Trade-marks in registering 'Notaire,' 'Noslip,' etc., I cannot see my way clear to sanction the registration of 'Notaseme' in view of other current refusals, such as 'Kompak' for steam and hot-water boilers in the case of the Long-Landreth-Schneider Company and 'Getwell' for medicine in the case of the Anti-Cori-Zinc Chemical Company."

In discussing the status of "Notaseme" as the mere equivalent of "Seamless," the Patent Office arbiter took occasion in the final

opinion to say: "Even though the two words may be entirely different in appearance and sound, if they mean the same thing, one should not be allowed over the other." He went on to point out that it was in conformity with this logic that in the National Biscuit Company case "Iwanta" was considered an infringement of "Uneeda," and that in the case of the Revere Rubber Company "Indian" was held to interfere with "Redman."

Misspelling and naught else was made responsible for the recent rejection of an application on the part of the Kerr Adjustable Strap Company, which sought registration of the word "Nobuckl" (having above and below it shaded lines) as a trade-mark for straps, stirrup leathers, baggage binders, harness straps and automobile straps. The Examiner of Trade-marks held that "Nobuckl" is a mere misspelling of the two words "no" and "buckle," and that these two words, applied to applicant's goods, indicate that the manufacturer has produced articles in which the use of buckles is dispensed with.

WORDS THAT HAVE MET WITH DISFAVOR

As indicative of the depths of disfavor into which the misspelled or condensed word has fallen at the Patent Office of late, the Trade-mark Examiner cited to the Kerr company various prior rejections, including the refusal to register "Nobutton" for the Maline Mills for underwear; the turndown of "Knotsewn," which Louis Myers & Son sought to use on gloves; the veto of "Magazine" to Eberhard Faber for pencils; the denial of "Smoothback" to Sam Rosenbaum & Sons Co. for petticoats; the rejection of "No Sag" to Freund Brothers & Company for handbags; the ban on "Kookeezy" which Durkee & Company desired to register for tapioca; the failure of Colgate & Company to gain sanction for "Rapidshave" for soap powders; the veto upon "Kantleek" as a mark for the atomizers made by the Seamless Rubber Company, and the adverse decision relative to "Keepclean" proffered as a mark for toothbrushes by the Florence Manufacturing Company.

The "Nobuckl" case was carried on appeal to the highest tribunal in the Patent Office, but the Examiner of Trade-marks was supported in his refusal to register on the score of misspelling. Another current case that has attracted considerable attention in trade-mark circles is that of Meincke & Company, which made all the moves possible at the Patent Office in an effort to secure registration for "Cleaneasy" as a trade-mark for bedpans. In the decision of this appeal all the decisions were cited which are mentioned above in connection with the "Nobuckl" case. Of course, readers will realize that in not all of these cases is actual misspelling involved. But the mere fact that the decisions are thus grouped by Patent Office arbiters indicates the disposition of these authorities to regard, as tarred with the same stick, all attempts to dodge the ban on the descriptive term, whether by misspelling or the combining of several words to form what might possibly be accounted a coined word.

From time out of mind misspelled, compound and condensed words have represented one of the most perplexing mazes of the entire trade-mark field, and, as has been pointed out, the official rulings as to what may or may not be have not always been as uniform as the decisions during the past weeks. It was only a few years ago that the Patent Office held that "Fabrikoid" as applied to a fabric coated so as to resemble leather was not sufficiently descriptive to be objectionable. Meanwhile "Fitmeeasy" was rejected as a mark for corsets, waists and underwear, and "Pain-Ease" was denied to Evans & Shepard on the theory that it savored too much of advertising.

"Waukwell" for shoes and "Waukeasy" for corn-cure have both been held to be valid trade-marks, but "Fullcut" for clothing was, in the case of the Miami Clothing Manufacturing Company,

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

BOOKLETS and CATALOGS

Many of America's prominent advertisers and advertising agencies like the George Batten Company, J. Walter Thompson Company, Frank Seaman, Inc., Federal Agency and others, requiring high-class booklet and catalog work use the—

Charles Francis Press
30 West 13th St., New York

Printers of "PRINTERS' INK"

WE put into press work the necessary time, care and skill indispensable to exceptional results.

THE KALKHOFF CO.
216 West 18th Street, New York

80% OF OUR BUSINESS IS OUT OF TOWN

In many cases time and money can be saved by having your printing, binding, mailing, etc., done in New York.

READ PRINTING COMPANY
HIRAM SHERWOOD, PRESIDENT
106 SEVENTH AVE., NEW YORK

Ad Composition

An Interesting Booklet—"The Star and Silent Salesmen" will be sent you on request.

With fifteen years experience in producing Ad Composition for the largest advertisers in the country, we are qualified to meet your typographical needs.

A. COLISH
106 7th Ave., N. Y.

"CROWELL QUALITY"

Let us show you what this means when you have a job of **binding.** We do every kind of cloth, leather and paper work in quantities. Established 1834

THOMAS Y. CROWELL CO.
426-428 West Broadway, New York

Color Plate Engraving and Color Printing

We operate the largest establishment east of Chicago and most modern and complete in the country. **Large edition color printing** is now successfully executed at **much reduced prices,** placing high-grade color illustrations within the reach of all. Direct by Mail advertising rendered more efficient by using our service.

Estimates Cheerfully Furnished

ZEESE-WILKINSON COMPANY
424 - 438 West 33rd Street, New York

WE always do the best we can—quite often we are complimented for what we do.

Ad composition is all we do
Day and Night Service

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

IN all New York there isn't another Print Shop like ours. While we emphasize mechanical perfection, and artistic, tasteful work, our strong point is putting an idea behind Direct-By-Mail advertising, whether the particular article printed be catalog, folder or booklet. Our Booklet, *"Tapping The Dealer On The Shoulder"* sent to manufacturers on request.

THE MOORE PRESS, INC.,
30-38 Ferry St. New York

The New Fiction Publishing Co.

35-37 West 39th Street

New York

Nov. 17, 1915.

PRINTERS' INK,
New York City.
Gentlemen:

In the issue of PRINTERS' INK for October 7th we ran an advertisement of "Snappy Stories" in which we quoted from a recent article in "System" as follows:

"'System,' The Magazine of Business, recently conducted an investigation among thousands of employees and executives of large business firms in the United States, to find out what they were reading. The result, tabulated below, throws an illuminating sidelight on mediums most apt to reach the men with money to spend, and proves conclusively that, aside from the daily newspaper, first choice is given to the fiction magazine."

In making up this copy an inaccuracy crept in, inasmuch as the canvass on reading matter had been made among *employees* of the various business concerns referred to, while the wording of our advertisement might lead a reader to think that the canvass had been limited to *executives*.

THE NEW FICTION PUB. CO.,
WM. CLAYTON,
President.

held to be descriptive; "Bestofall" was turned down cold as indicating quality, and "Nevers-Tick" was accounted descriptive of lubricants. "Kleanwell," in the case of a massage-sponge, met the fate of so many misspelled words, and "Worthmore" came under the ban to the Block Brothers' Clothing Company at about the same time that the Empire Grain & Elevator Company came a cropper with "Neverfail" as a mark for stock and poultry food.

RUSH ON FOR BEER SUBSTITUTES

With many States following one another into the prohibition column we may expect within the next few years a rush of trade-mark candidates in the "near beer" field. Already the Central Consumers' Company has been denied registration for "Nextobeer," even as the Grape-Ola Company failed to get sanction to use its name as a trade-mark. The Scott Paper Company was unable to induce the Patent Office to look upon "Bestok" as other than an example of misspelling, and the same was true of John B. Gibbons with respect to "Besto."

"Ruberoid" and "Porosknit" are the words that figured in possibly the most memorable of trade-mark cases growing out of misspelling. In the case of the Trinidad Asphalt Manufacturing Company vs. the Standard Paint Company the courts ruled that "Ruberoid" is not a fanciful, arbitrary term, but merely a misspelling of "rubberoid," which is a common descriptive term signifying resemblance to rubber in appearance or characteristics, and that therefore the word belongs to the public and cannot be appropriated as a trade-mark for roofing. In the case of the Chalmers Knitting Company vs. Columbia Mesh Knitting Company there was a very ingenious decision to the effect that if the trade-name "Porosknit" is to be regarded merely as an arbitrary or invented word, it is not infringed by "Porous Underwear," whereas if "Porosknit" is considered to denote the style, kind or quality of the article manufactured, it was invalid as a trade-

mark. Thus, the owners of "Porosknit" were made, in a sense, to lose out either way you took it.

The Hooker, Corser & Mitchell Company was unsuccessful a few years ago in an effort to secure registration for "Cantripum" as a trade-mark for clothing and, after allowing Parker, Holmes & Company to register "Waukwell" for shoes, the Patent Office faced about to the extent of refusing to the C. S. Sisson Company a certificate for "Wearease" as a shoe trade-mark. Brennan, Fitzgerald & Sinks met with disappointment when they attempted to register "Servself" as a trade-mark for lunches and sandwiches, but "Cokettes" went blithely through as a trade-mark for fuel briquettes, although it was realized that the word would probably be used on briquets made of coke. Heaton Manufacturing Company failed to win approval at the Patent Office for "Buyflat" as a trade-mark for hooks and eyes, but the Fred F. Field Company saved its shoe trade-mark, "Tite-oke," from denunciation as descriptive and an example of misspelling.

The Putnam Knitting Company was first denied and then allowed registration, some time since, for "Turknit" as a mark for towels and wash-cloths, and "Tungsteel" was not allowed to the Shumate Razor Company. Yet the New York Mackintosh Company got away with "Bestyette," and the Ritesize Underwear Company was enabled to obtain a certificate for "Ritesize." The "Bestyette" mark was the subject of a controversy in the courts and the judge declared that although it might sound like "Best Yet," it was the impression produced on the sight of the buyer that mattered most in trade-marks, and such being the case this fantastically spelled word was distinctive enough to pass muster.

The Durtof Manufacturing Company drew a ruling at the Patent Office to the effect that "DuRToF was a mere misspelling of "dirt off," and Rufus E. Eggleston was told that "TiTite" is an obvious misspelling of "tie tight." The National Electric Specialty Company could not induce

"PUNCH"

Brings results largely in excess of those due to any other of the media.

The Manager of H. Powell Rees, Ltd., Advertising Agents, London, writes me under date of Sept. 12th 1915, as follows:

> I was with the Hon. Secretary of the French Red Cross yesterday and the question of a renewal of their advertising in "Punch" was discussed.
>
> It will no doubt please you to know that donations to the Fund, traceable to the advertisements in "Punch" are largely in excess of those due to any other of the media in which the appeal has appeared.
>
> A letter had just arrived from a Civil servant in Burma, who in response to the last two-colour advertisement in "Punch," enclosed a cheque for 100 guineas.
>
> Money has been received from China, South America, New Zealand, Malay States—in fact from every part of the world.
>
> I have always considered "Punch" to be in a class by itself as regards its *world-wide* circulation and this seems to prove conclusively that this is correct.

British citizens abroad who send fat cheques for patriotic reasons are worthy of the special attention of advertisers of the best of everything.

And "Punch" reaches them.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bouverie Street
London, E.C., England

the trade-mark czars to look upon "Vac-M" as other than a misspelling of "vacuum," and "Nu Do" was denied to the Schafer Bakery for bread. Yet in the case of Greenwald Brothers the Patent Office officials took the view that "Klosfit" written with the "K" and "l" overlapping and the "o" embraced by the two sides of the "l" is something more than a mere misspelling of the words "close fit." Incidentally it may be mentioned just here that many of the misspelled words which have been allowed have apparently found the magic password in the ruse of distinctive display.

In addition to the case of "Klosfit" there might be cited "Bestevr," which was allowed to Hammon, Standish & Company for lard, ham and bacon because the top of the "t" extends laterally over the other letters and there is a base enclosing the letters "Bes" and "evr."

The late autumn of 1915 has also brought forth at the United States Patent Office a decision likely to prove of interest to all persons who have an eye to the use of numerals as trade-marks. This latest pronouncement is the outgrowth of a controversy between the Shull-Day Company and the Levy Overall Manufacturing Company. In the year 1910 the Shull-Day Company registered as a mark for overalls the figure 5, having written on it in comparatively small letters "Big Five," the bottom of the figure enclosing five men. Recently the Levy Manufacturing Company sought registration for a mark consisting of the figure 3 quite prominently displayed and preceded by the word "Big" in much smaller letters, the 3 enclosing a person in workman's garb.

When the Shull-Day Company, having been unsuccessful in an attempt to block the registration of the Levy mark, carried the case on appeal to the office of the United States Commissioner of Patents, there was delivered by First Assistant Commissioner of Patents Newton an extended opinion, in the course of which he said:

"The trade-marks are quite different, except for the use of the words 'Big Five' and 'Big Three' and the ideas conveyed by these words.

"It is conceivable that some people would be impressed with the word 'Big' alone and might forget whether the numeral was a 5 or a 3, and if contestants were the only two using the word 'Big' followed by a numeral it would be a serious question whether or not the general public could be confused, but the Shull-Day Company has not a monopoly on the word 'Big' followed by a numeral, for it appears that the Rice-Stix Drygoods Company, of St. Louis, registered 'Big 4' for this same class of goods.

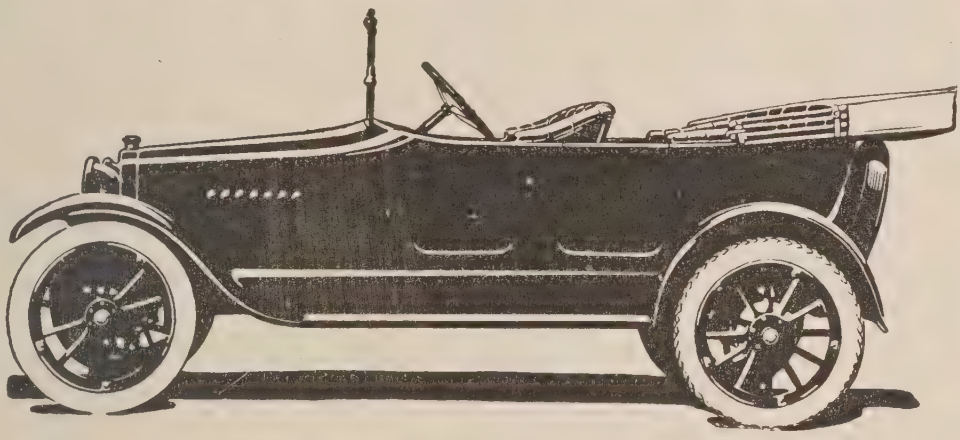
"This brings this case under the decision of the Liggett & Myers Tobacco Company vs. Finzer, wherein the Supreme Court held in effect that, although the complainant had used a tin star on tobacco before the defendant, a third party had used a star on tobacco before complainant, and therefore complainant, not being the first user of a star, could only be granted protection for the particular tin star which it had used.

"Again, in Nestlé and Anglo-Swiss Condensed Milk Company vs. Walter Baker & Co. the Court of Appeals of the District of Columbia held in effect that inasmuch as the Walter Baker Company was not the originator of the representation of a woman, broadly, it was only entitled to prevail over others that used the particular woman shown in the trade-mark. It appears that the Shull-Day Company is only entitled to the exclusive use of the 'Big' in connection with the particular numeral it has used; namely, 'Big 5,' and that applicant has as much right to use 'Big 3' over the Rice-Stix 'Big 4' as the Shull-Day Company has to use 'Big 5' over 'Big 4.'"

The Patent Office oracle also held in this opinion that there is no ground for denouncing "Big 3" as a descriptive trade-mark on the ground that the numeral signifies triple stitched, triple strength or triple wear. He declared that the public would not know what "Big 3" meant without an explanation from its user.

SAXON "SIX"

A big touring car for five people



Travel "first-class" --in a Saxon "Six"

You enjoy all the luxuries of "first-class" travel when you ride in a Saxon "Six."

Locomotive power pulls you. The six-cylinder Saxon high speed motor sweeps you along with mighty resistless force.

Perfect appointments add to your pleasure. Electric starting, lighting, and every other convenience of modern motoring are in the "Six." The yacht-line body is handsomely upholstered and elegantly finished.

Safety first is built into every fibre of the staunch chassis. Timken axles, powerful brakes, and nickel steel steering gear are your security.

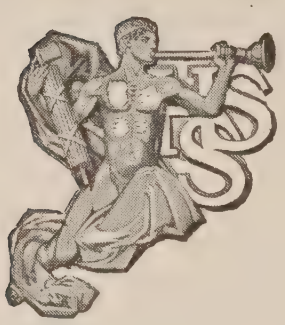
To own a Saxon "Six" gives you the same pride that you feel in telling a friend, "I'm taking the Twentieth Century Limited today." You know you are traveling first-class. See the Saxon "Six" at your dealer's. "Saxon Days" on request. Address Dept. 22.

SAXON
Strength Economy Service

Saxon "Six" $785 **Saxon Roadster $395**

Saxon Motor Co., Detroit

(223)



H. SUMNER STERNBERG
and
HOWARD H. IMRAY

Announce

the Incorporation of

Sternberg-Imray, Inc.

Successors to

H. SUMNER STERNBERG CO., Inc.
381 Fourth Avenue New York

Under this title we shall seek alliance with concerns who may be interested in an intelligent and consistent development of their advertising and selling plans.

Rather than establish connections of a purely "brokerage" or "placing" nature, we are interested only in sales problems requiring the more highly specialized calibre of service which our combined experience enables us to give.

Telephones
6217 } Madison Square
6218 }

After December 1st
Yale & Towne Bldg.
9 East 40th Street

Big Fund Advocated to Win Back Confidence in Proprietary Remedies

Proprietary Association Planning Joint Campaign and Would Establish High Standards of Manufacture and Appeal

HOW to win back the confidence of the public and press in their methods and products was the subject for discussion at a two days' conference of the Proprietary Association of America held in New York. While the results of the session will not be made public immediately, PRINTERS' INK is able to say with authority that announcements of widespread importance touching on this much-mooted field of manufacture and advertising will be forthcoming in the near future embracing the following matters.

The suggestions under discussion, in brief, were that there should be established a standard of integrity in all business transactions, compliance with which would be an essential for admission to membership in the association; a standard of efficiency, subject to the investigation of a committee, in the products manufactured by the association's members, and a standard of truthfulness in the advertising and sales methods of such products.

Applicants for membership, according to the suggested plans, would be obliged to submit to an examination by a committee of unimpeachable character, and should such applicants be found in any way deficient in the above three particulars, they would either have to mend their ways or be refused admission.

Once established on such a basis, the rules would then be advertised together with the seal of the association which individual members would only be allowed to use after they had squared their proposition with the rigid rules of the association. Thus the public would be impressed with the fact that proprietary medicines bearing the seal of the association enjoyed the indorsement of the association, membership to which would mean most rigid examination into the methods of manufacture and the advertising of such products. Such a seal, effectively advertised, would be used to win back the public confidence in the proprietary commodities authorized to bear the seal, and would restore belief in the truthfulness of the individual member's advertising. In short, the seal would mean that the association guarantees that it may only be used by those who deserve to use it. Further, it was pointed out, such a seal should be effective in opening the columns of publications now closed to patent medicines, and should have the additional effect of raising the business of manufacturing patent medicines to a higher plane.

Under present conditions, it was pointed out, it would be practically impossible for any single manufacturer to separate himself from the rank and file of his brothers and impress his personal integrity and honesty on the public. But what is an impossibility for individuals could become an actual accomplishment collectively under the procedure outlined above.

HIGH STANDARD TO BE SET FOR MEMBERSHIP

The standards for admission and continuance of membership would be set by persons competent to deal with the problem, and who would understand that such standards could not effectively be loose in any way. A committee to apply these standards, under the outlined plan, would consist of men of unimpeachable character, not necessarily all members of the association, but representatives of the press, etc., and, if possible medical practitioners, to work on salary and to prosecute investigations, conduct chemical analyses, and follow up charges. This committee would have entrée in the factory of every member of the association, and would have the

right to delve to the bottom of his manufacturing sales methods.

Furthermore, this committee would have the power of censorship on advertising copy of the members, so that no piece of copy could be issued with the seal attached, nor by a licensed member without the seal, without the approval of the committee.

For carrying on the publicity of the association, an advertising committee was recommended. At least $1,000,000, it was stated, would be necessary to get the campaign well started, and, once started it should never entirely cease. This campaign would have as its object the widest possible publicity for the new standards of practice, and for the seal and its relation to such standards; the improved methods of the Proprietary Association; the rigid censorship of advertising copy published by association members, and the thoroughness of investigation into the business and manufacturing methods of the licensees. This committee would also be employed to secure the re-admission of proprietary advertising on its new basis to the columns of publications now shut to this class of advertising.

After the plans and purposes of the association, and its seal, had been widely advertised, then the individual licensee of the association would be at liberty to use the seal in his own advertising and on his labels—but not until the new order of things should have been firmly established in the public consciousness.

About fifty members of the Proprietary Association attended the conference.

The president of the Association is A. H. Beardsley of the Miles Medical Co., Elkhart, Ind. The secretary and treasurer is Charles P. Tyrrell of the G. C. Hanford Manufacturing Co., Syracuse, N. Y.

St. Louis Ad Artists' Art Exhibit

The Commercial Arts section of the St. Louis Ad Club has an exhibit of framed advertising art that covers all the walls of the club headquarters. The exhibit is open to the public and is attracting much attention.

Curiosity Arousers in Australia

That the motor car salesmen of the antipodes are not much behind their American brothers in advertising stunts is shown by information received by Dodge Brothers, automobile manufacturers.

S. A. Cheney was recently appointed by the company as its agent at Adelaide, South Australia. To arouse curiosity in the car he fitted up an old cyclecar with a sign reading: "No! This is not a Dodge Brothers' Car." He drove the car around the city every day and in addition used a series of newspaper advertisements. "Dodge Brothers' Car Has Been Shipped;" "Every Day Brings Dodge Brothers' Car Nearer Australian Shores;" "Welcome Dodge Brothers' Car When It Reaches Adelaide," etc., were some of the phrases used.

Newspapers for Asphalt Shingles

The Heppes Company, Chicago, has started a newspaper campaign on Flex-A-Tile asphalt shingles. It is claimed to be absolutely waterproof, weatherproof, fire-resisting and rust-resisting. The slogan "The Shingles That Make the Roof Stay Young" appears in each advertisement.

Bottled Table Water Advertised

The National Pure Water Company, Cleveland, is advertising a new table water called "National Pure Water." The series of ads appear under a general heading of "The Doctor says—." Such slogans as "It's Table Talk" and "Drank by Hosts from Coast to Coast" are used.

Loose-Wiles' Trade Stimulator

The Loose-Wiles Biscuit Company is advertising through signs in dealers' windows, cardboard cut-out doll sets and clothing for the dolls, which are packed in the different packages of this company. On the back of the cardboard cut-out is printed a list of the package products and the kind of dolls to be found in each.

A "Military" Package

The Havana-American Co., maker of "La Preferencia" cigars, has taken advantage of the military talk of the day in marketing a "Military" packing of this brand of cigars. Fifty "La Preferencias" are packed in a *boite nature* box of severe design. The cigars stand on end in regimental order. Three shapes are included.

New Agency in Indianapolis

Homer V. Winn and Raymond Aldred have organized an advertising agency in Indianapolis under the firm name of Aldred & Winn.

Good opportunity with New York agency for a copy and merchandising man who has an established reputation.

To one who can influence business the opportunity will be enlarged.

What are your terms?
Applications will be considered confidential and returned if desired.

Address: "W," Box 361, PRINTERS' INK

In Chicago

Everyone Sees Posters

No Talk
No Nonsense
No Waste

Value in Space
In Color
In Size

AMERICAN POSTING SERVICE
B. W. ROBBINS, President
CHICAGO - - - ILLINOIS

THE ZONE SYSTEM
in sales—WINS

See in November 11th issue of Printers' Ink the article by Fred B. Rice of Rice & Hutchins, Shoe Manufacturers.

THE ZONE SYSTEM
in advertising—WINS

See the life experiences of successful advertisers which are told from time to time.

NEW ENGLAND

The Zone that should be first choice of all advertisers.

New England with its compact territory—cities close together—no long and expensive jumps for salesmen, good jobbing houses—distribution easy and accounts safe, manufacturing and agricultural territory combined. Money in plenty.

The Home Daily Newspapers

Will sell more goods for each dollar expended than any other form of advertising

These 12 are good zones to prove your proposition:

WATERBURY, CT., REPUBLICAN.
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H. Union and Leader
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS. Standard and Mercury
Daily Circulation 23,079.
Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE
Daily Circulation 30,000.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

Gold Fish as Inducement to Buy Toilet Articles

A new plan for introducing a dealer's private brand of tooth paste and powder is being used in Cleveland. The manufacturers of the private brand gave it a different name for each of the 60 dealers who went into the plan. A half-page in the newspapers advertised that a goldfish and glass aquarium would be given free with each 25-cent package of the tooth preparation purchased on a certain day. The names of the druggist and the names of the brand they sold were listed in the copy. The following explanation was offered to the public: "Some years ago druggists began to demand a tooth paste and powder that would so satisfy their customers that every conscientious druggist could personally recommend and guarantee them by printing his name on the package. A long-established house of unquestioned reputation and ability succeeded in producing both preparations. That both are worthy is proven by their enormous sales. Fifty thousand Clevelanders purchased last year and were glad to buy again and thank the druggist who sold them the article.

"Thousands are yet unfamiliar with either the paste or powder. The free goldfish are an inducement for you to test one or both tooth preparations. You'll be glad to buy them without extra inducements afterward."

According to Your Faith Be It Unto You

There was a young fountain pen salesman who, to his great joy, was succeeding on his first trip in persuading a stationer to order one hundred pens. But all of a sudden the stationer's manner changed to the young man.

"I countermand that order," he barked, and hurried into his private office, slamming the door behind him.

Later in the day his bookkeeper said to the stationer:

"May I ask, Sir, why you so suddenly countermanded your order for those fountain pens?"

"The young salesman," explained the stationer, "booked my order in lead pencil."—New York *Times.*

New Advertising Agency in Augusta, Ga.

The Glascock-Murphy Company, an advertising agency, has been established at Augusta, Ga., by Pearce H. Glascock and William Perry Murphy, to operate over Eastern Georgia and Western South Carolina, and handle both local and foreign advertising matter.

Pottery & Glass, a monthly trade paper published in New York, has been purchased by Joseph F. O'Gorman, president of the O'Gorman Publishing Company, New York, and will be combined with the *Pottery, Glass & Brass Salesman,* a weekly publication.

A Zone in Maine
PORTLAND

If all Maine is too big for a trial, you can test your plan in Maine's jobbing center—the logical starting point—Portland.

Portland is Maine's biggest city
Portland is Maine's richest city
Portland is Maine's most active city

The test of any newspaper plan in Portland can be made with profit to you by using the

EVENING EXPRESS

Portland's only afternoon daily
Portland's greatest daily

The EXPRESS has more circulation than all other Portland dailies combined. The EXPRESS is first choice and often the only choice of Portland advertisers.

JULIUS MATHEWS, Representative

Reader Confidence
and
Purchasing Power

the two most essential factors in successful advertising, are strongly represented in the circulation of

PHYSICAL CULTURE

In every home that PHYSICAL CULTURE reaches, you will find it a powerful influence in the lives of the inhabitants. They read other magazines—yes—but not in the same way. The appeal is totally different.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

Making Use of Columbus

"NOW let's get our trade-mark," says the executive when a new line is to be launched.

In the old days that meant calling in designers and asking them to grope in the dark. Half the ideas submitted were eventually discarded because they were based on the wrong premises. Perhaps the executive wrote to three or four friends in other lines asking: "How did you arrive at your trade-mark?"

Today, in almost any preliminary discussion on trade-marks some one around the table will say: "PRINTERS' INK has published some mighty helpful facts on this subject. Let's see how to start."

Presently the company has in hand, from

our Research Department, a list of recent articles on trade-marks. The executives refresh their memories from their files of PRINTERS' INK, using this list as a guide. They reach a vantage point which could not have been gained otherwise without delay, investigation, possibly one or two false—and costly—starts. Impossibilities are throttled before they rise.

On every subject related to the marketing of merchandise PRINTERS' INK is an encyclopedia revised weekly. It brushes aside the unessentials, crystallizes vital points and charts the course for the first steps. It saves every man the trouble of being his own Columbus. It is a clearing house for discoveries—a society for the suppression of fallacies and the conservation of sound ideas.

PRINTERS' INK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $60; half page, $30; quarter page, $15; one inch, $4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 25, 1915

Is the Trade Commission a Bluff?

It may be impertinent to inquire, but we should like to know what has happened to the Federal Trade Commission. Has it sunk in the estimation of the Government which was once so certain that the Commission would resolve all the difficulties under which business was laboring? Has it lost the favor of the Department of Justice, and does it lie under the displeasure of those who were most influential in its establishment? Does Uncle Sam despair of his own creation? Is the Attorney-General in the position of the man who makes an automobile and refuses to ride in it?

Judge Dyer, of the United States District Court at St. Louis, has granted a preliminary injunction against the United Shoe Machinery Corporation, restraining it from enforcing its system of leases which the Government declares is contrary to the Clayton Act. Until the case is decided, in the course of a year or two at the least, the company cannot enforce the contracts it has already made, nor enter into new contracts of the same character without being adjudged in contempt of court. "Counsel contend," says Judge Dyer, "that if an injunction be granted irreparable damage will be done, not only to the defendants, but to each and every one of the hundreds of those manufacturers in the United States who are lessees of the defendants. Even if this be true, the court should not hesitate to declare the law, whatever the result to the defendants and their lessees may be.

"If the course adopted and practiced by the defendants had the effect to stifle competition and create a monopoly, then the law should be enforced, even if it resulted in going back to the awl and wooden peg."

So recently as last June, the Federal Court at Boston declared that this same Shoe Machinery Corporation was not a monopoly in violation of the Sherman Act, and rather broadly intimated that its business was of general benefit to the trade. The Clayton Act, however, is a horse of another color. Says the court at St. Louis:

"It is hard to see how the ingenuity of man could have devised a scheme that would more effectually create a monopoly than the scheme set forth in the bill in this case."

Such, briefly, are the facts which lead us to inquire as to the standing of the Trade Commission in the favor of officialdom. We had supposed that for the future the Commission was to investigate such matters, was to hear both sides, and was to suggest a remedy which would bring the offender into conformity with the law. If the Commission's advice were rejected, then the courts were to step in. But apparently something has happened to the theory. The United Shoe Machinery Corporation is haled into court and gagged with an injunction, while the eminent gentlemen on the Trade Commission are peacefully investigating foreign trade, and benevolently suggesting systems of cost-keeping for

retailers. Something must have happened to mar the harmony which we were assured was going to prevail just as soon as the Commission got started. Is the Commission temporarily in disgrace, or—perish the thought!—was its creation only a bluff?

The Real Value of a Trade-mark

We often hear the assertion rather loosely made that such-and-such a trade-mark is worth an immense sum of money—usually anywhere from one to five million dollars. Of course, the fact is that any trade-mark is of no value whatever apart from the business to which it refers, and it is very seldom that any definite value can be placed upon a mere trade-mark. If the Victor Talking Machine Company, for example, should sell its business it is doubtful whether any specific amount could be arrived at as representing the value of the Victor Dog. The right to use the trade-mark would go with the rest of the business, and would form a not inconsiderable part of the item of good will. But the good will of the Victor company is not based solely upon the trade-mark, and it would be practically impossible to give it a separate value.

Occasionally, however, there are transactions which more nearly approximate the transfer of good will which is based upon trade-mark value alone. The recent negotiations between the Tobacco Products Corporation and Schinasi Brothers, looking toward the purchase of the Natural brand of cigarettes, furnish a case in point. It is stated upon good authority that the basis of the proposed purchase was the payment of $2,000,000 (four years' profits) *in addition to* the value of the assets outside of good will. That is pretty close to a definite appraisal of the trade-mark at a value of $2,000,000. It is also stated that the Tobacco Products Corporation took over the Melachrino brand on a basis of earnings of $300,000; which by the same method of figuring would make its value $1,200,000. It is worth more than that to-day, for it is estimated that the earnings for 1915 will be more than $800,000.

Of course, it is evident that the values given above are potential rather than actual. A brand in the hands of a concern which thoroughly understood the tobacco business and had well-organized facilities for distribution might easily be worth two million dollars. The same brand in the hands of a company whose trade position was insecure would be worth a great deal less than that. And the same is true in any other field. The real value of a trade-mark is best measured by the ability of its owner to *make* it valuable.

What the Advertiser Pays For

Back in 1860 the expenses of the two leading newspapers in New York City were between $6,000 and $7,000 per week, and were thought excessively high. In the early '80's Charles A. Dana declared that the weekly expenses of the *World* and the *Herald* exceeded $35,000. To-day, according to Bradford Merrill, of the Hearst organization, the weekly expenses of the New York *American* are between $85,000 and $100,000. The figures afford a rather graphic commentary upon the increasing cost of production of advertising space. For it is advertising which has made the growth possible.

Some of the figures given by Mr. Merrill are highly suggestive to advertisers; not as mere statistics, but as an indication of what goes into the manufacture of the space the advertiser pays for. For example, the services of nearly 1,800 people are required to produce a single issue of the *American,* and 90 per cent of that number devote their entire time to it. In the Hearst pressrooms in New York are employed 404 compositors, 461 pressmen, 108 stereotypers and electrotypers, 112 photographers and engravers, and 506 mailers and auto drivers. To that must be added the news gathering force, the editing staff, the telegraph and cable tolls, and the executive control of the whole

organization, besides the cost of the physical items of white paper, ink and metal. The one cent the reader pays is not enough to cover the cost of the single item of white paper. Even much smaller papers could show figures, were they so inclined, which would surprise the general public and experienced advertisers. For example, it cost $12.31 last year to supply the 52 copies of PRINTERS' INK for which the subscriber paid two dollars. The cost of production of advertising space is in reality the cost of building up and maintaining the confidence of the readers of a publication. That is what the advertiser really pays for when he purchases the publisher's by-product.

Praising Competitors Instead of "Knocking"

One of the chief difficulties of the man who would apply higher ethical standards to business, lies in the fact that so many people imagine that they are "not practical." "It is all very well to talk about not knocking your competitors," they say. "Theoretically it is perfectly sound doctrine, but it won't work in practice." And so it goes. Many things are still tolerated in the business world which are indefensible except upon that basis.

And yet we are repeatedly uncovering instances in which the theory has actually been tried, and in which it actually *does* work. Take, for example, this matter of refusing to knock competitors. There have recently been two separate instances in New York City in which advertisers, instead of knocking or maintaining silence, have mentioned competitors in their copy with unqualified praise. Both are retailers—and department-store retailers at that—Lord & Taylor and John Wanamaker.

The Lord & Taylor ad was brought about by the opening of the new Arnold, Constable store diagonally across the street. In a display panel, set in the body of a Sunday newspaper advertisement, we read:

"Welcome to our old Broadway neighbors who announce the opening of their new store to-morrow.

"Fourscore and eight years the firms of Lord & Taylor and Arnold, Constable & Co. have been neighbors, in New York retailing; the business of Lord & Taylor having been founded in 1826 and Arnold, Constable & Co. one year later. The people of New York remember the many years that these two stores, on adjoining blocks, formed the nucleus of New York City's shopping center during those days when Broadway was in its glory.

"A roster of the business names then found between Union Square and Madison Square would match up well with those within a stone's throw of Fifth Avenue and Thirty-eighth Street to-day—Tiffany, Gorham, Mark Cross, Vantine, Hardman, Peck & Co., McGibbon, Knox, Slater, Altman, McCreery, Lord & Taylor and now our oldest and most intimate neighbors, Arnold, Constable & Co."

A little more than a week later, in a signed advertisement referring to the late A. T. Stewart, Mr. Wanamaker said:

"He was the best judge of merchandise in his time and no other man, so far, we believe, ever so nearly approached him in correct judgment as the late Benjamin Altman did, who coupled with good judgment a great love for the goods he dealt in.

"There is one other man in New York with similar gifts who does not know we are saying this, and whose name we are not permitted to mention."

Did it work? It did; theoretically and also practically. We have seen the Lord & Taylor ad reproduced in several trade-papers, and it has been repeatedly commented upon in print and by word of mouth. We have personally heard more favorable comment upon this particular piece of Wanamaker copy than has been the case for a long time. Of course, most of the comment is due to the fact that such conduct is so unusual. But it is quite certain that a published knock upon a competitor would have called forth no comment whatever.

The December Number

of

HARPER'S MAGAZINE

contains the largest amount of cash advertising that has appeared in any Christmas number during the last five years.

Harper's Magazine has the largest net cash paid circulation of any standard literary magazine selling for more than fifteen cents a copy.

Our circulation books are audited by the Audit Bureau of Circulations (an independent organization established for the purpose of auditing the circulation statements of publishers).

HARPER & BROTHERS
Franklin Square New York

Circulation books open to all.

Progress in Making Flat Newspaper Rates

Committee of the New York Agents Favors Extension of Flat-rate Proposition, and Seeks Opinion of Association—Collin Armstrong Points Out Benefits of Flat Rate

COLLIN ARMSTRONG, chairman of the Committee on Newspapers of the Association of New York Advertising Agents, told the members of the Six-Point League at their monthly luncheon at the Hotel Martinique, New York, what his committee is doing in the matter of extending the flat rate, the standard form of contract. and a standard rate card.

"My committee," he said, "has unanimously decided to take up the matter of extending the flat rate proposition, provided that is the wish of the association. We believe that the association, or at least a large proportion of its members, is in favor of the flat rate, and the committee hopes to get an informal expression from the association at its next meeting later in the week, when we shall make a report of progress.

"I do not need to submit to you the arguments in favor of the flat rate, such as the simplification of the work of publishers, advertisers and agents; placing the large and small advertisers on the same basis, and the effect it has in minimizing rate-cutting both by publishers and by agents.

"I will not say," continued Mr. Armstrong, "that, if universally adopted it, will abolish rate-cutting. That condition of affairs will only take place when we reach the millennium. But it certainly will eliminate dishonest practices which some publishers may indulge in voluntarily and many others are compelled to become parties to by the persistency of their advertising patrons."

Three hundred newspapers which have adopted the flat rate have been circularized by the association's committee, and the consensus of the replies received is that after their experience with the new order, these papers would not go back to the old sliding scale.

As illustrative of the complication of the present rate-card system, Mr. Armstrong read the following paragraph from a letter from one of these newspapers:

"Prior to 1913 our rate card was similar to that issued by most of our contemporaries; it was certainly no better, and probably no worse. But when employees who have been with this company for 20 years had difficulty in figuring our rate correctly for each individual case, it was small wonder that the average business man viewed our bills with the uncomfortable conclusion that he would have to take our word for it. In the old days an agent who used fixed space in both papers (morning and evening) had to add the rate per line in each paper, subtract 15 per cent for the combined rate, add 25 per cent in next to reading matter or 50 per cent if full position, subtract 33 1/3 per cent for 312 insertions in one year, minus 10 per cent commission, minus 5 per cent cash discount."

M. D. Hunton, of the Six-Point League's committee to co-operate with the Agent's committee, said that there was a disposition on the papers' part to come to the flat rate, although probably its final adoption would not be for some time. The papers, he said, want to be sure that all the agents want it, and that a heavy vote by the agents in its favor will have its effect on the papers.

Cincinnati Club After 1917 Convention

As a result of a recent four-day membership campaign conducted by the Cincinnati Advertisers' Club, 112 new members were brought into the organization, their initiation being the occasion of a special celebration at the club's weekly noonday luncheon following the campaign. The club now has its membership very nearly at the maximum within its field, this being an object aimed at, in order to muster the fullest possible strength for the work incident to the 1917 convention of the Associated Advertising Clubs of the World, which it is confidently expected will be held in Cincinnati.

Inter South Agency Has "Gay-Ola" Account

The 1916 advertising account of the Gay-Ola Company, Memphis, Tenn., maker of a soft drink, has been awarded the Inter South Advertising Agency. E. M. Ford, Jr., secretary of the Gay-Ola Company, states that quite an extensive campaign is planned.

Technical Paper Changes Name

After the December issue, the *Railway Age Gazette*, Mechanical Edition, will be known as the *Railway Mechanical Engineer*.

Advertising Course Increases Men's Efficiency

Three-quarters of all those enrolled in last year's advertising class of the Cincinnati Y. M. C. A., it is stated, have materially increased their earning capacity because of the course. Salary increases range from 50 to 150 per cent.

C. F. Remington with J. P. McKinney

C. F. Remington, business manager of the Detroit *Journal*, has been appointed manager of the Detroit office of J. P. McKinney & Son, newspaper representatives.

Plays and Players on the Great White Way

New York, always the center of theatrical interest in America, is now the theatrical capital of the world. Most of the European theatres are closed and the leading foreign actors are appearing upon the New York stage. All newspaper readers are interested in the theatre, and particularly the New York theatre. The plays produced and the players who appear on the Great White Way are subjects of interest in every part of the country.

Felix Orman is writing a weekly letter reviewing the plays offered during the New York season. Only those plays and players that will be of interest to newspaper readers throughout the country will be considered. As a special newspaper feature, this weekly theatrical letter will be of large value.

This service will be extended to a limited number of newspapers in scattered sections of the United States and Canada. For particulars address FELIX ORMAN, 37 Madison Avenue, New York

DEVOE FRESCO COLORS IN UNIFORM SIZE GLASS JARS

Particularly adapted to Poster and Flat Wash Work.
A full line of all kinds of

ARTISTS' MATERIALS

F. W. DEVOE & C. T. RAYNOLDS COMPANY
101 FULTON STREET, NEW YORK

The Little Schoolmaster's Classroom

IT is extremely interesting to note how the books are multiplying which deal more or less directly with advertising or merchandising subjects. Twenty years ago business was scarcely considered as a source for literary material. Outside of the strictly trade and technical press, there was hardly any discussion of business problems at all; certainly they were not thought to be subjects of popular interest. But a little later on, stories of business success began to break into publications of general circulation, and we have a whole school of "business writers" since it has been demonstrated that there is a general interest in stories of business success. During the last ten years or so, business has reached the dignity of being embodied in books—some of which are valuable—and the crop is annually increasing. The Schoolmaster doesn't pretend that he is an omnivorous reader, and cannot lay claim to an intimate knowledge of the contents of every book about business which has been issued. A goodly number of them come to his desk, however, and he does try to form some opinion as to their practical value to an advertising man. Some recent ones are worth a few lines of comment.

* * *

It is not so many years ago that the Schoolmaster heard an advertising man of prominence refer to the "poor slob of a storekeeper," and he was quite in harmony with the ideas of his time. The notion that the retailer was of sufficient importance to have a book written about him, or that he had the intelligence to understand it if it should be written, would have sounded funny in those days. Yet, now we not only have a book about the "poor slob of a storekeeper," published by the Ronald Press, New York, but it is dignified with a very learned title: "The Economics of Retailing," by Paul H. Nystrom, Ph. D. Dr. Nystrom is Associate Professor of Economics in the University of Minnesota, but we needn't hold that against him. He has really made a study of retailing as it is practiced in the world of action, and doesn't draw his conclusions from a couple of tame specimens captured for the classroom. Furthermore, when he discusses such subjects as price-maintenance or chain stores, he believes in taking advantage of every bit of definite data which has been published on the subject. In that connection, PRINTERS' INK scores two "firsts"—as the best source recommended for data on the two subjects just mentioned. The Schoolmaster really believes that if he were a manufacturer selling through dealers, he could extract a good deal of practical help from Dr. Nystrom's book. At any rate, the salesman calling upon retail dealers could give them a lot of good, practical advice if he had mastered some of the points Dr. Nystrom makes.

* * *

Of text-books on advertising the Schoolmaster notes two general classes: those which teach (1) by example, and (2) by precept. A fair example of the first class is Cherington's "Advertising as a Business Force," and the latest specimen of the second is "Productive Advertising," by H. W. Hess, Ph. D., Assistant Professor of Commerce in the Wharton School, University of Pennsylvania. The book is published by J. B. Lippincott Company, Philadelphia, and is intended for use as a text-book in the University.

Now, in commenting upon a book of this nature, the Schoolmaster is seriously handicapped by his having been brought up in the practical school of learning by doing. To his mind the book suffers by perpetually dealing with advertising in the abstract, with commodities in the

What a Convenience!

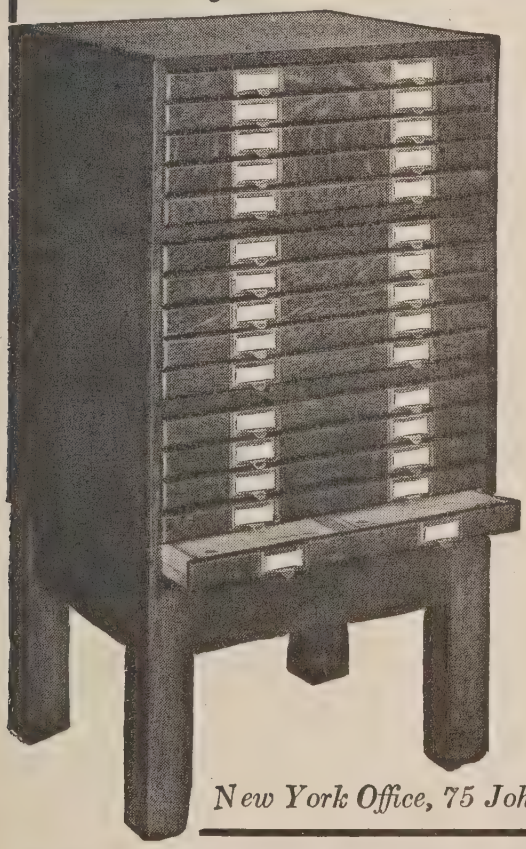
Did you ever stop to think what a great convenience is the telegraph? Just think, while I am hustling to mail you a notice that you must pay a big increase over present advertising rates for space in GOOD HEALTH or miss the privilege of being in it, you can slip over to the telegraph office, wire me to reserve twelve pages for you and—I will just be up against it. For—the "boss" says that, for at least a few minutes more, I am going to have to accept orders, *and even contracts for one year,* on the basis of present rates. This is tough, considering the large increase in our subscription list. I think we should make a break for a higher rate right now.

I hope you haven't lost that rate card I sent you. Perish the thought. No? For Shame! Well—write for another. Address—

J. Dwight Brewer, Advertising Manager, GOOD HEALTH

1811 West Main Street Battle Creek, Mich.

Do you FILE or PILE Your Cuts?



Weis Sectional Electro Cabinets

provide accessible and dust-protected space for your engravings, type forms, etc.

You buy the *Top* Section first—it contains over 1200 square inches of electro space. You add *Bottom* Sections as you need them. Stack them as high as you wish.

Use of Base is optional.

Price—Plain Oak, Golden or Natural Finish

Top Section	**$6.00**
Bottom Section	**5.25**
Stack as shown	**19.85**

Freight paid on $10.00 orders to Eastern and Central States

Made also in Quartered Oak and Birch Mahogany.

Get Weis Catalogs

Weis products are practical, efficient and economical.

This is but one of many styles of files for electros, forms, photos, drawings, copy, correspondence, cards, etc., listed in 96 page Catalog "J."

You ought to have our catalogs of time, temper, trouble saving Device and Sectional Bookcases.

The Weis Manufacturing Co.

New York Office, 75 John St. **59 Union St., Monroe, Mich.**

The Notion and Novelty Review

The Book with the Punch for the Dry Goods Trade

Spring Market Number Out January 3

The Haire Pub. Co., 200 Fifth Ave., New York

"GIBBONS Knows CANADA"

30% INCREASE IN SALES

Resulted during the first year from one recent campaign planned and executed by me.

Another of my campaigns produced more direct inquiries and more tangible results than any previous work of my company in the same field.

Still another of my sales ideas changed our jobbers' salesmen from strangers into a responsive, aggressive force.

These results are typical of what I have done during eight years' successful sales and advertising experience—three as salesman, one as district manager, four as assistant advertising manager.

Experienced in practically all forms of advertising and now ready to direct the activities of some big, progressive manufacturer.

College trained, thirty-one years old and married. Address "INCREASE," Box 363, care Printers' Ink.

For Your Own Sake Renew Promptly

Every edition of *Printers' Ink* is based on our actual needs, with no allowance for "waste" circulation. All subscriptions are dropped immediately upon expiration and unfortunately we are not infrequently unable to fill the gap in the files of those who delay their renewals.

Printers' Ink Publishing Company

12 West 31st Street New York

abstract, and with a wholly disembodied public. We are asked to apply "utilitarian, emotional and environmental" tests to an advertisement—just "an advertisement." We are asked to "create a new advertising realm by combining simple experience imaginatively." We learn to classify "the public"—in the abstract, if you please,—into a host of divisions and subdivisions according to mental characteristics and imaginative and emotional responsiveness. But it is all in the air instead of being tied down to something tangible and specific, and the Schoolmaster wonders what the student of this book would do if he were suddenly asked to advertise the material output of an actual shoe-factory.

* * *

Ten chances to one, he would go into a sort of psychological trance, and evolve therefrom a perfectly beautiful theory of how to sell hypothetical shoes to a purely imaginary public. Whether the real, flesh-and-blood public which is provided with feet would respond or not, would depend upon how closely his theory approximated the facts. It might come pretty close to them, but it would seem far more likely to miss them entirely.

But after all, no youngster fresh from college is likely to be given an advertising appropriation to play with, and the one conclusive test of *results* will continue to be applied to advertising copy, no matter how many other tests it may be called upon to pass. So the publication of books like this can do mighty little harm, and may do a great deal of good. At the very least, they call attention to advertising as a subject which is worthy of serious study, and that is a good thing.

* * *

During the past year or two, advertising has been getting into fiction and on the stage. The Schoolmaster has once been called upon to essay the role of dramatic critic, and if the production of advertising fiction keeps

up he may have to try his hand at real book reviewing. For instance, here is the book by Edwin Lefevre, entitled "H. R." which Harper & Bros. have just published. One of the chief threads of interest is an impossibly plausible sort of spectacular advertising campaign, designed to arouse the charitable instincts of the New York public, to win the hand of a decidedly eligible heiress, and sundry minor purposes. It isn't intended to represent advertising as it really is, and the account is interesting, amusing and sometimes stimulating. Perhaps someday the Schoolmaster will be obliged to write a learned discussion about the influence of such flights of imagination upon the public belief in advertising. We don't want our fictionists to spread the notion that advertising is chiefly a means of exploiting the public by shrewd trickery.

* * *

"It seems hard to get in the right place in the advertising world—a place where a fellow will have a chance to show what he can do in working up strong advertising plans and copy." Thus writes a young man to the Schoolmaster, and he goes on to explain that there is little opportunity for advertising work in the office of the publication that employs him. All of which may be true, and yet the Schoolmaster, out of considerable experience with young men in advertising work, cannot but feel that most young men insist on having the large opportunity before demonstrating that they can handle the small opportunity well. There is hardly a publication in the country that does not afford a young man employed by it some opportunity to create more or better advertising. Good work done under such conditions is likely to attract the attention of somebody; if it doesn't, the young man can *make* it attract the attention of somebody.

The Schoolmaster recalls the case of a young fellow who lived some five or six years ago in Blairsville, Pa. You can find it on the map, if you study the small dots near Pittsburgh. He was a

I spend $350,000,000 a year.

My business is with women.

These women are among the most prosperous in every city, town and village in the country.

They can afford to buy anything within reason which I recommend.

It is their money which I spend.

They come to me to know how they should spend it. My advice is acted upon. My word is law. In short, I am one of the greatest purchasing influences in the United States.

To give authority to my recommendations, to know what these women should get for their money, to learn how I may best spend their money, I depend largely upon a monthly fashion magazine.

That magazine is *Le Costume Royal.*

And I am the dressmaker.

Advertising Manager Wanted

Not a copy writer, but an advertising executive, to supervise large campaign. Must be thoroughly posted in purchasing of printing and have thorough and extensive experience in co-operative work with dealers. Must also be a good systematizer. This is a big job with a big company for a big man. All applications must be made by letter. Write fully. All letters will be held confidential.

J. D., Box 362, PRINTERS' INK.

PAUL BROWN
COMMERCIAL ARTIST
61 WASHINGTON AVE.,
GARDEN CITY, L.I.

If You Want to Reach the Motor Car Owner Use the

AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

Are you building for the future?

An Architect who entered the advertising field three and one-half years ago, and who has a definite service to offer, wishes to connect with a high-class Advertising Agency in New York or with a manufacturer having a high-grade product to advertise in a distinctive and artistic style.

His experience has given him a special knowledge of publicity conditions and requirements among manufacturers of building materials and equipments.

If you are building for the future

Here's a man with a plan

Address: I L R T, Care of Printers' Ink

THE AD THAT LIVES

FOREVER ON ANY MAN'S DESK

IT TALKS for YOU and WORKS for HIM

Your trade mark, product, etc., reproduced on top—see illustration below.

A handy Paper-Weight, Memo-Clip, Calendar and Crook-proof

CHECK-PROTECTOR Pat. 1915

These Souvenirs serve as Co-operation against check-raising, loss of money, etc. Made in Nickel, Silver and Gold Plating.

Get One NOW

Nickel Finish. Sent Postpaid for Stamps or Money Order.

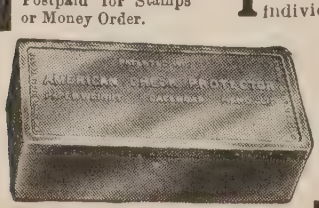
$1 Write for quotation in souvenir quantities with individual top design.

HOW MANY CAN YOU USE?

AMERICAN CHECK PROTECTOR CO.

204 5th Av., N.Y.

Gramercy 3451



HANDSOME USEFUL XMAS GIFT

letter-carrier, and there were no merchants in his town eager to spend large amounts of money for either space or copy. But the young man's ambition led him to study everything on advertising he could get hold of, and he persuaded a local jeweler and a few other business men of the town that they weren't advertising the right way. He made good on his canvass, too, and later on when he solicited a bigger opening he had some tangible proofs of his ability. It wasn't so very long before a $100-a-month job came his way. He made good in that. Later, an agency principal eyed him keenly and regarded him as a bush-league find. He was, and he fitted smoothly into a job that paid a 50 per cent increase. Since then he has jumped along rapidly. is to-day the principal copy and service man in a branch office of one of the biggest advertising agencies. There was nothing very remarkable about that young man. Some who will read this item will know who he is. He just made good—"bulged over" as someone puts it—in every job he held.

Ridenour Buys Interest in Trade Paper

W. G. Ridenour, formerly Western manager of the *World's Advance*, now known as the *Popular Science Monthly*, has purchased a half interest in the *Office and Store Outfitter*, Chicago, and has been elected president and treasurer. The paper will be moved to New York next month.

"Town and Country" Has Western Representative

The Stuyvesant Company announces the appointment of J. Williams Macy, Chicago, as special Western representative of *Town & Country* and *Golf Illustrated*. Mr. Macy's other publications are *Field & Stream, Smart Set* and *La Parisienne*.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation 133,992

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

Fraudulent Advertising Before Trade Commission

On Tuesday, November 23, prominent officials of the Associated Advertising Clubs of the World were scheduled to appear before the Federal Trade Commission, at the New Willard Hotel, in Washington, to discuss the situation relative to fraudulent advertising.

The first steps toward the conference were taken at the recent Chicago convention. Joseph E. Davies, chairman of the Commission, who was one of the speakers at the convention, showed great interest in the work the advertising clubs were trying to do. In a long talk with him, Mr. Houston explained the organization of the clubs and what the clubs have done and also how various States have put upon their books statutes against fraudulent advertising.

Mr. Davies expressed the wish that the matter could be submitted to the Federal Trade Commission, and accordingly, last week, the conference was arranged for Tuesday. While Mr. Houston, who has just returned from a trip through the country as president of the Clubs, had only a short time to prepare his plans, it was expected that documents would be submitted showing that the Federal Trade Commission could take active interest in the work of fighting fraudulent advertising.

Mr. Houston was to submit data showing the vital importance of stamping out fraudulent advertising and describing several cases specifically. Merle Sidener, chairman of the National Vigilance Committee, was to submit a brief in his official capacity. Others who were to appear before the Commission were Wm. H. Ingersoll, chairman of the National Commission; James Keeley, of Chicago; and E. T. Meredith, of Des Moines.

Before leaving for Washington, Mr. Ingersoll said to a representative of PRINTERS' INK.

"I shall take up certain examples where fraudulent claims of great value are made, coupled with the offer of some standard article at a cut price to be sold at a loss to bolster up the rest of the ad. I shall endeavor to show that fraudulent advertising is unfair competition and ought so to be designated by the Commission because it is the very first thing that those with anything with which to defraud resort to. It is unfair because it puts to disadvantage the honest competitor who adheres to facts, and whose ads are therefore not so enticingly expressed. I shall show that Germany in her Unfair Competition Act emphasizes the point that advertising must be kept truthful."

Mr. Ingersoll said that, should the Commission decide that it has jurisdiction over fraudulent advertising as an unfair trade practice, it can issue orders defining what is fraudulent advertising, on complaint. The advertiser in question then has the right to appeal.

Death of J. W. Wharff

J. W. Wharff, president of The Adco, Inc., New York, died November 13th.

Cincinnati Insurance Agents Become Advertisers

The Cincinnati Life Underwriters' Association has inaugurated a co-operative campaign for the advertisement of life insurance, along the lines which have been discussed in the national organization for that purpose. The association collected a fund for the purpose from its members and decided to start its local campaign without reference to the beginning of the proposed national campaign, which may not begin for some time. The advertisements are issued weekly, in the Cincinnati *Enquirer* and the Cincinnati *Times-Star*, occupying a three-column space 12 inches long, and are uniform in general appearance and setting. The copy treats of the merits and meaning of life insurance in general, without reference to any particular company, carrying only an announcement that the advertisements are published by the Life Underwriters' Association, with the association's emblem. They will continue for some months, according to the association's present plan.

Getting Demonstration Talk Through Window

J. S. Ivins & Co., of Philadelphia, bakers of trade-marked cakes, crackers and cookies, have been running an unusual window display in that city to support their newspaper campaign. The window was fixed up as a kitchen. An easel on the table held 20 display cards, and these were shown in turn by a model made up as the Ivins trade character, who, with each card, gave a brief talk through a telephone connected with an enunciator outside the window. The sidewalk in front of the window was crowded at all times by the people attracted by the novelty of hearing a loud voice coming out of the front of the building, and by the demonstration within.

Recent demonstrations by other advertisers have been given in the larger cities in which a speaking-tube has been led through a hole cut in the window-pane and delivers its talk through a horn on the outside.

The window-pane does not have to be cut when the telephone is used.

Hutchinson Joins Western Advertising Company

Glenn W. Hutchinson, formerly vice-president of the Gardner Advertising Agency, St. Louis, has joined the Western Advertising Company, St. Louis. R. T. Heed, late advertising manager of the Frisco Railway System, St. Louis, has joined the Gardner agency.

Barth Resigns from Witte Engine Company

Otto Barth has resigned as advertising manager of the Witte Iron Works Company, Kansas City, Mo. He states that he has made no plans for the immediate future.

Classified Advertisements

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

COPIES FOR SALE

PRINTERS' INK; odd copies 1908, 1909, 1915; complete file except 12 issues from August, 1909, to February, 1915, including 17 duplicates. Make offer. Carroll Westall, University Press, Cambridge, Mass.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

Advertising solicitor wanted by a Trade Paper. Good territory. Commission arrangement. Box 730, care Printers' Ink.

SALESMEN—To represent Architects Samples Co., Inc., in selling space to building material manufacturers in its filing rooms. Liberal commission with a drawing account given. Apply at office of above company, 101 Park Avenue, New York City, Suite 209.

SALES MANAGER WANTED

Manufacturing company wants a strong man to organize and manage sales in a department having its market among farmers and country people. The position requires a man with good previous experience in such lines as farm machinery, pumps, water or lighting systems. Give full details in first letter as to age, experience, references and salary expected. Box 103, 1424 West Baltimore St., Baltimore, Md.

We want an experienced mechanical detail man to lay out and supervise ad composition, buy printing, engravings, etc. Excellent opportunity with old established agency. Give complete business history and personal reference. Send samples of work and, if possible, photograph and state salary wanted. J. W. Y., 1410 First Nat'l Bank Bldg., Cincinnati, Ohio.

A MASTER SALESMAN

Wanted—A real salesman, one who understands the technique of selling and who has had experience in the sale of high priced specialties, particularly those products requiring inspirational presentation; must be a man of forceful character, good education, clean record and exemplary habits; must demonstrate ability to sell our product without advances or guarantee; opportunity to develop into a coacher; the right man can make $1,000 per month and upwards; proof furnished qualified applicants; full particulars required before interview. Box 837, care Printers' Ink.

POSITIONS WANTED

Editor—Experienced, original, vigorous, versatile, moderate; best references. Reid, 4870 Beaufort Ave., Richmond Hill, N. Y.

N. Y. U. (Commerce) graduate (26) desires position with agency. Five years' successful selling record in difficult field. Live Wire, Box 848, care Printers' Ink.

CIRCULATION MAN OPEN FOR position. Eleven years' experience in publishing business. Well qualified and a result getter. Reply Box 835, care Printers' Ink.

Wanted—Position as sales manager, advertising manager or house-organ editor by man who has good position but wants a better. Address Box 841, care Printers' Ink.

AN ADVERTISING MAN

with fair experience in all branches of the work. Somewhat exceptional experience in direct mail field. Box 839, care Printers' Ink.

Advertising writer, successful experience, posted on engraving, printing, office work. Desires connection New York company or agency. No other city. Highest references. Reasonable. Box 842, care Printers' Ink.

Technical Copyman

Three years chief copy and plan man, building, industrial, hardware papers. Sound analyst, prolific in ideas, readable, believable style. Hard worker. Excellent record. Age 27, wholesome personality, engineering education, six years' experience investigator, reporter, salesman, copy writer. Box 843, P. I.

TECHNICAL PUBLICATION, MANUFACTURER, OR ADVERTISING AGENCY HANDLING TECHNICAL ACCOUNTS can secure services of experienced and capable man thoroughly qualified for editorial, advertising or general secretarial work. Can prepare distinctive and forceful advertising copy and layouts. Moderate salary. Box 838, care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

I wish to devote more of my time to my outside interests and would welcome an associate in my profitable weekly trade paper. An advertising man who is a good mixer and has some money can make a good connection and eventually own the control. Box 734, care P. I.

One of our clients is overworked. He has other business interests besides his weekly trade journal which require his personal attention. He would therefore sell an interest in his publication to an experienced man who could relieve him of the major portion of the work. The property is valued at Fifty Thousand Dollars. Unusual opening for a hustler who commands some capital. Harris-Dibble Company, 171 Madison Av., N. Y.

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1915, 70,116; Sunday, 51,365. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Augusta, Me., Kennebec Journal, dy. av. 1914, 11,763. Largest and best cir. in Cent. Me.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Oct., 1915, 74,377 daily; 64,464 Sunday. The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dolars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,055 gross. 75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 123,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Liecty. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Oct., 1915, 134,978 daily; Sun., 166,411.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (⊙⊙) Sun., 33,018. (⊙⊙) The Evening Bulletin, 48,772 ave. net paid for '14.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (⊙⊙) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (⊙⊙) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (⊙⊙) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (⊙⊙) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (⊙⊙) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (⊙⊙) DISPATCH (⊙⊙)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (⊙⊙) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (⊙⊙) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both **quality** and **quantity** tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Ev'ng Wisconsin (⊙⊙) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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Do You Want Information About Chicago?

Would you like to know how many well-rated retailers there are in Chicago handling *your kind of goods?*

Would you like to know where they are located and what population they feed?

Would you like to know how your salesmen should be routed to cover these dealers in the *shortest space of time?*

Would you like to know the class of consumers fed by each retail neighborhood? Would you like to know what rent consumers pay in each section of Chicago, and thus be able to estimate their purchasing power?

Would you like to know the mercantile conditions affecting *your kind of goods* in Chicago, with respect to their *introduction,* or, if already introduced, their *promotion?*

All this information we either have in our possession now, or can secure, and we will gladly furnish it to any manufacturer or distributor who wants to make money, *more money, out of this Chicago field.*

And this is only a part of the service our *Merchandising Service Department renders.*

If you have an article of merit which you wish to exploit in this territory to the *best advantage,* without loss of time or waste of money, we shall be glad to hear from you.

The Chicago Tribune

The World's Greatest Newspaper
(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

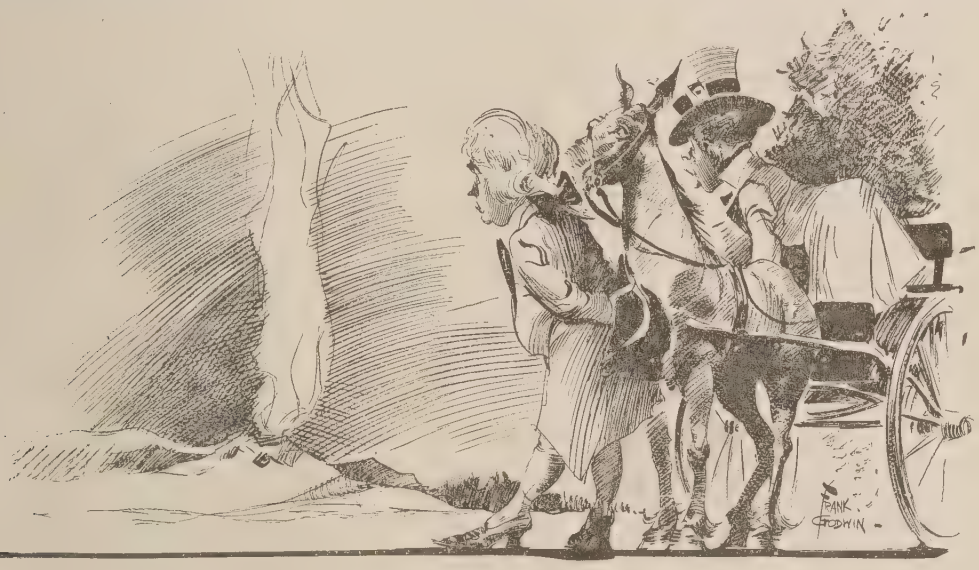
PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIII — NEW YORK, DECEMBER 2, 1915 — No. 9



When West Virginia Gets Well Warmed Up

In 1771 Thomas Jefferson, returning to the Old Dominion after a journey into the wilds adjacent to the headwaters of the Ohio River, told of a "burning spring" in the Kanawha Valley, in what is now West Virginia. That wasn't the first evidence of things warming-up in West Virginia, for as early as 1732 the venturesome Scotch-Irish settlers from Old Virginia and Pennsylvania crossed the mountains and started to squabble with the French for possession of the land. There were more or less regular ructions from that time on, for the hardy settlers who developed the land didn't pull very well in harness along with the Virginia planters—with their slaves and European culture. Thus they kept things pretty well "het up" until the new State was created in 1863.

Jefferson's "burning spring" was natural gas, and to-day West Virginia is famed for the rich reservoirs of this product, which serves in the dual capacity of a fuel and an illuminant, in her northern and central portions. And in the same regions are her immense deposits of petroleum, salt, sandstone, limestone and clay. Then, too, she has vast mining interests—bituminous coal of which she mines enough in a year to keep every family in her own borders warm during the winter months for a generation. She has a tremendous coke industry, innumerable coke ovens adding a picturesque note to the scenery of her mining districts.

Wheeling boasts a large percentage of the State's industrial plants. Best known among this city's manufacturing concerns is the Hazel-Atlas Glass Company. Advertising has made their Atlas E-Z Seal Preserve Jars known to housewives the nation over. It has been the privilege of Adver-

(*The Ayer & Son advertisement is continued on page* 83)

The Quality of Thought

is the only true measure of an advertising agency's ability. To advertisers who seek the right agency connection, we advise—

See all the agents who have a claim to your business. Then see "Federal" and "Put it up to men who know your market." Let one thing decide you. Eliminate tradition, prejudice, acquaintance—everything but The Quality of Thought exhibited by the men who make your plan and must do the work of working it.

—The first step. (Take it today.) Write for "The Interrupting Idea" an indication of the "Quality of Thought" of the

FEDERAL
ADVERTISING AGENCY
243 West Thirty-ninth Street, New York

"Put it up to men who know your market"

PRINTERS' INK
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.
VOL. XCIII NEW YORK, DECEMBER 2, 1915 No. 9

Getting Your Men to Understand and Support the House Policies

How a Leading House in Its Line Did It by Taking Its Force Into Full Confidence

[INTRODUCTORY NOTE: PRINTERS' INK heard echoes of a very successful sales conference held by a large manufacturer in the East. The feature of the meeting was an address by the advertising manager in which he made the men understand as never before the house policies and the part which advertising played in them. The address was extemporaneous, but we have persuaded the speaker to put in writing as nearly as possible the talk he gave. Altogether it takes a prominent place among the many original documents which PRINTERS' INK takes pleasure in publishing from time to time.]

I AM talking to you salesmen not because I think I am a better salesman than you are, but simply because I think possibly I have a little different viewpoint on some of the vital points pertaining to the merchandising of our product. I have no hesitation in saying that I believe I am addressing the best body of salesmen in our line of business, and I would be egotistical indeed to attempt to tell you men how to approach your customers and interest them by the use of the spoken word. There is another side, however, which I firmly believe in and which possibly you may find interesting if I briefly explain it to you.

You know there is such a thing as being too close to one's own proposition. By that I mean simply this: Close association with one's work is the secret of success, and we cannot in the strictest sense be too intimate with our problems, but we can very easily make the mistake of being too sympathetic with our shortcomings. Close association breeds sympathy in any line of human endeavor, and we are very apt to grow narrow and to see only one side of our work. Now this is very natural and human, but it is also very dangerous and sometimes fatal.

TO GIVE A BETTER PERSPECTIVE

This is just where the outside viewpoint is often invaluable and just where your advertising manager may be able to help you. An advertising man is trained in a different school from a salesman. Without any attempt to enter into a scientific discussion, I may say that there are, broadly speaking, two kinds of minds—the individual mind and the great public mind. In our regular course we become used to dealing with individual minds or groups of individual minds. The advertising manager has to get away from this thought altogether and consider the mind of the great mass of people who are the ultimate consumers of a product. It is not strange, therefore, that this viewpoint is often the broader of the two.

The specific purpose of this discussion is to outline three points in connection with the manufacture and sale of our product.

First: The standardization of our lines so that much of the present detail may be eliminated.

Second: The fact that such standardization is for the benefit of our customers as well as for ourselves.

Third: The fact that adver-

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tising is the most potent factor in developing such a change.

The great need of standardization is probably best appreciated when we review somewhat in detail our present methods of doing business.

INCREASE IN SALES NOT COMPLETELY SATISFYING

We have enjoyed for several years the privilege of increasing our total sales each season by a substantial margin unless crop conditions were unfavorable. Taken from the standpoint of volume, this business is satisfactory, and the logical conclusion might be that our selling methods must be right to affect the substantial increases we have shown.

It is, nevertheless, a fact that while volume is large there are other features connected with our business which are anything but satisfactory. These might be summed up under five brief headings as follows:

First: The uncertainty of retaining our jobbers' business from year to year, although satisfactory relations may have existed for a long time.

Second: The constantly growing evil of special brands in smaller quantities each season.

Third: The frequent delays waiting for printers and lithographers to make delivery of labels, etc.

Fourth: The large stock of special labels, etc., which we are constantly obliged to carry in our inventory.

Fifth: The inconvenience caused the factory by jobbers delaying the placing of orders until goods are actually required.

You all know that these conditions cause us a great deal of trouble, but there are certain phases which I believe most of you men do not fully appreciate.

We have 20 stock brands which carry our name and trade-mark.

We have 6,100 private brands for which we get no credit.

Ten per cent of our total year's business goes out under our own label.

Ninety per cent leaves our plant under jobbers' brands.

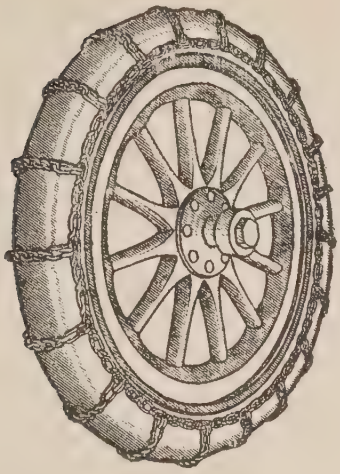
The ratio of our production at certain seasons of the year, known as dull periods, to that during our rush season is often as high as one to five.

In other words, we pack our products under more than 250 times as many jobbers' brands as our own, our maximum at certain seasons of the year is five times our minimum production and we control under our own labels but ten per cent of our total year's business.

CONGESTION IN FACTORY

Let us look at these conditions from the factory side. In order to run 6,000 private brands, it is necessary for us to constantly have on hand labels, boxes, cases, etc., amounting to several thousand dollars in value. This represents but a minimum stock, and if we attempted to carry what many of our customers expect us to, or some of our own salesmen would like to have us, this amount would be many times greater.

It is not a pleasant thought to remember that although our business doubled itself in the five years between 1908 and 1914, and the practice of branding the different items in our line increased about 135 per cent, the sales of our own brands have gained only 33 per cent. In other words three-quarters of the increase we have made has been on the brands of our customers. This is rather unfortunate, as it is entirely with this class of business that the five unsatisfactory conditions mentioned are connected. When we consider that the year 1908 brought out the brand which has been by far our largest seller on which such feeble effort as we have exerted has been applied, and that although our results have been proportionately small, we have worked hard to get started, it is not difficult to imagine that this percentage might be considerably less than 33 per cent if no work had been done to divert conditions from what appears to be their natural trend. Practically without exception all our other stock brands have either dropped in sales or just barely held their ground, while



A letter from Weed Chain Company to the Metropolitan

"This morning* we are in receipt of the sixteen hundred and forty-fifth post card in response to our advertisement that appeared in your Automobile Dealers' Supplement of 1915. Wonderful results.

"The METROPOLITAN is certainly a winner. I believe that its *reign of success* is helping the growth of our sturdy 'Weeds.' With best wishes, I am, very truly yours,

(Signed) Jay O. Lasher, Adv. Mgr."

The January issue has just closed with 15½ pages of Automobile and Accessory Advertising—*including* Weed Chain Tire Grip Company's full page.

J. Mitchel Thorsen

*March 17, 1915.

private labels have gone ahead by leaps and bounds.

There is also another disagreeable feature. For six months of the year we run on short time, the other six months on double time. As a consequence, our printers hound us for business half the year so as to keep their organizations intact, in fact we are often obliged to give them large quantities of stock labels to run which we really do not want to order, simply that they may keep their printing departments going until later in the year, when we shall need every trained operative they can possibly muster to work on our orders. The other six months we drive them to the point of distraction, work them days, nights and Sundays to get out the printing we have been unable to order because our jobbers have not seen fit to give us specifications in time to allow us to manufacture them properly.

I can assure you salesmen that it is a difficult thing to get factories over which we have no control to run their business in this fashion simply to please us.

You cannot blame us here at the factory for desiring a change in these conditions, or for suggesting a possible remedy. The natural question arises, "What is the reason for the unpopularity of our stock brands?" "How can their further decline be prevented and our business be placed on a more scientific basis?" Let us look at our problem from the standpoint of our trade.

Suppose the customer to be a large wholesaler in position to place very desirable orders. From his standpoint there is no logical reason why he should not have his goods packed under private brands. Any manufacturer will do this for him without extra charge, and besides getting the same quality as the standardized brand he has the opportunity of distributing a package bearing his own name and imprint with whatever additional advertising he may choose to insert. The argument is sound! Why should he advertise us when he can just as well advertise himself? Every package he sells is working for him and he experiences no difficulty in getting his brands distributed because his customers are not educated to ask for any particular brand in our line of manufacture, and they will take what he offers them merely upon his recommendation that it is "the best."

Now this is all very fine for the jobber, but we are not true to ourselves if we overlook our own interests in the matter. "Charity begins at home," and we must look at this proposition from the standpoint of what the future holds for us as manufacturers.

In the final analysis there is but one conclusion. The moment we give up selling a customer our brand, and furnish him his own special label, we have lost our hold on him. He is no longer a distributor of our brands. He is a distributor of his own goods, and he can buy them another year or at any time he chooses, from any other maker in the business, who will be glad to do all we have done for him and possibly more in an effort to get his business. At any rate, his goods will come in duplicates of the packages our organization has designed for him; if he buys comparative qualities no one but an expert can tell the two products apart, and he will distribute them to his trade as "the kind we had last year," without his customers knowing the difference. He is satisfied; his trade are satisfied; but we have lost out!

NO CONTROL OVER JOBBER CUSTOMERS

What can we do about it? How can we get this man back? We know from bitter experience that this means a lot of work, and the chances are that we shall have to offer him something still more than he is getting to accomplish our purpose. Figured from any viewpoint, he is a freelance, and we know that such customers often shift back and forth from one manufacturer to another as the years go by, purchasing wherever the best bargain is to be found, and supplying the trade with goods which look pretty much alike, but which are possibly not obtained from the same source of sup-

We Want a Hosiery Account

SOMEWHERE, within the reach of *Printers' Ink*, there is a Hosiery Manufacturer who makes a product that is 100 per cent right—and who needs Advertising and Merchandising Service which is as good as his product.

This Hosiery man is looking for more than mere copy or stereotyped sales suggestions. He is looking for a big, dominating, *commanding* idea—real constructive merchandising counsel and sales-co-operation—advertising that carries *conviction*—stimulates *action*.

To such a manufacturer—whether or not he advertises at this time—Nichols-Finn offers an exclusive, *different* service in getting the goods sold—along the most favorable lines—with least resistance—at minimum sales-cost—a service based on *experience*.

This is an organization of Merchandisers. Campaigns of record attest the value of their judgment, the soundness of their methods. Investigate Nichols-Finn *performances*.

Then, let us prove to you why Nichols-Finn is peculiarly the agency to serve you best in the economic promotion of a Hosiery product. Address—

NICHOLS-FINN
ADVERTISING COMPANY
222 SOUTH STATE ST., CHICAGO
200 FIFTH AVENUE, NEW YORK

"Intelligent, Sustained Effort Insures Success"

ply any two executive seasons.

As long as we can hold a sufficient number of these fellows in line through our ability to make the lowest prices, furnish the fanciest package, or convince them that we are the best makers in the business, our volume may be satisfactory, but it is not a staple business, we never know what we can count on until the demand is upon us, and it is either a feast or a famine the greater part of the year. We are either high and dry, begging our jobbers for specifications, or we are swamped with rush business, and subject to the criticism of the trade because even our capacity, the largest in the world, is not sufficient to take care of the accumulation of orders, a condition which they themselves have brought about.

We control 10 per cent of our business, so that 90 per cent of our total year's effort is subject to these conditions. Strictly speaking, this business is not our own property. It is ours just as long as we can keep Mr. Jobber satisfied, just as long as he feels that his interests are better served by being with us than with somebody else. Just as long as we give him more than the other fellow—and no longer! Numerous cases might be cited where jobbers have left us for some reason without even giving us a fair chance to figure on their business, although for several years we had given them most excellent treatment. Do the majority of our jobbers remember the good things we have done for them, when a more tempting offer comes along? No! Past performances fade into insignificance with many of them in the face of new promises, and it is up to us to make the necessary concessions or lose the business. We no doubt have a great many customers who will give us every advantage against our competitors in view of pleasant relations of long standing, but the majority are leaving us one year and coming back the next, and are never to be counted on. The question which interests us is, "How can we hold them in line and make them our customers every year?"

The remedy is standardization! The solution lies with the consumer and only with him. At the present time it cannot be denied that we are subdividing our efforts more than 6,000 times in order to please the jobbers in this country on the lines of our manufacture. Imagine the tremendous savings if this could be cut in half, or minimized to any extent, as the saving will be in direct proportion to the results we obtain in effecting the change. Can we ever do this through the jobber? No! We must appeal to the consumer, and the only medium by which we can reach the users of our product, who in the final analysis, govern every sale, is advertising.

CONSUMER DEMAND THE ANCHOR

It is our duty as manufacturers to tell the public how good our product is. If there is anything about our goods which is better than the average, if there is embodied in our product any guarantee of reliability and uniformity (and we know there is) the people who buy such merchandise over the retailer's counter and consume it on their tables are entitled to know all about it.

The trouble at present is that they have not been educated to ask for our kind of food products by any particular name. They buy one kind this time and something else the next, and then wonder why the two lots are not alike. Even if they are in the habit of buying at the same retail store and have become accustomed to asking for a certain line of food under a jobber's name, is there any guarantee that the can they buy to-day, and which they are anxious to have especially good, will be equal in quality to the one they had last week?

No! There is no such assurance. The jobber may be buying part of his season's stock in one factory, and the rest from two or three other makers. The same label goes on every can.

Wherein is the consumer protected? Is there any justice in such merchandising? Isn't the ultimate consumer who, by purchasing and consuming our line of

THE BUSINESS
of the Chalmers Motor Company is now handled by the
CHELTENHAM
Advertising Agency

INGALLS KIMBALL
President
11 EAST 36TH STREET
NEW YORK

goods, keeps us all in business, entitled to at least a guarantee that his hard-earned money is worth as high a rate of exchange to-day as last week?

I say, in answer to that question, just educate consumers to know the uniformity and reliability of a particular brand, and watch the result. We have only started such a campaign of education, but the letters we are receiving, hundreds daily, show, like straws, the way the wind blows. Our qualities are appreciated and will be in ever-increasing quantity as our circle of distribution and reputation widens from our plant through our advertisements as the radii forming the spokes in the wheel which is carrying us nearer and nearer to the point where we shall control our own business. Once the consumer is educated and has learned through our advertising just why our goods are better than any other, just how much protection there is in buying our brand, how many more things they can do with our products than any other, and they will not only be glad to use our brand, but it will be difficult for anyone to sell them anything else.

This is merchandising in its highest sense, for if in connection with selling our goods, we are teaching the consumers of our product something they are glad to learn, we are not only furthering our own interests by building up a steady and insistent demand for our product, but we are doing our customers a distinct favor, and we shall merit their appreciation which will be reflected in a demand for our brand which can never be displaced.

WHY BE BOUND BY FANCIED "LAWS" OF TRADE

There is absolutely no reason why our advertised brand of food products should not be just as naturally and necessarily a part of every merchant's stock in trade as any other standardized article. At first thought it may seem to you like an impossiblity that we who have been accustomed to doing business a certain way should be able to build up a big volume under our own name, but this is simply because we have all been accustomed to thinking in small figures. We have made the law for ourselves that our production must be cut up into a multitude of brands.

In reality no such law exists! The consumer never made it, and he is the real factor in every case. With him it is simply a matter of education and therein lies our salvation. He is just as ready to be educated to know that Atlas brand is a synonym for quality, uniformity and reliability as he is to know about any of the 6,100 jobbers' unadvertised brands we are making, and some of which he is probably forced to purchase.

In fact the chances are that he will be very glad to have one brand to rely on, and there are mighty good reasons why he should.

STABILITY COMES THROUGH STANDARDIZATION

In the first place it is easier to remember one name than many names, and a standardized brand is obtainable in almost every first-class store, while any single private brand or group of jobbers' brands have a limited distribution. If a consumer moves from one town to another, or one State to another, he knows exactly what to buy if he has been using standardized merchandise. If he has been using jobbers' brands he must begin his acquaintance all over again, and he has no assurance that what his new dealer offers him is as good as the kind he has used in the past. In reality there isn't anything wonderful at all about one-half, two-thirds or even three-quarters of our yearly output carrying the trade-mark of which we are so proud, but of which we are guilty of putting to so little use.

When someone goes out and accomplishes a similar purpose we accept the conclusion by comforting ourselves with some such expression as "Oh, well, So-and-so could do it, but *we* are different." That is a horrible old bugbear, that old ghost, "We are different." I venture to say that some of you salesmen are doubting in your own minds this very minute that such

—The first gift for the new baby
—The linen shower for the engaged girl
—The dainty offering for the trousseau
—The birthday anniversary
—The Christmas present

Every woman wants to be prepared with something really valuable or useful for these events. She finds what to give and how to make it in

NEEDLECRAFT

Three Quarters of a Million Guaranteed

1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager

Member Audit Bureau of Circulations

a result can be accomplished with our brand, and saying as we all have so often, "We are too firmly entrenched in our old methods to make such a radical change."

I say to you that *we are not entrenched, except as we refuse to see the light.* We are not bound by any legitimate fetters, but *by a host of shadows which we have manufactured for ourselves,* and at which we now stand aghast. It is with the confidence obtained possibly from a wider viewpoint that I say to you, "We are *not* different," but that we are just like lots of other manufacturers who have had the same problems to solve that we have, and who have worked out their own salvation "with fear and trembling," just as we must do.

ADVERTISING AS AN AID TO SCIENTIFIC SELLING

This is no preachment against the powerful influence of the jobber as a distributor of our product. If we neglect the importance of this distributing factor we are indeed lacking in foresight. Someone has written, "Forcing the trade to carry a line has long since given way to better methods. Co-operation is better than coercion."

This is true, but as a foundation for success nothing can take the place of a powerful consumer demand. No one can want anything until he knows of its existence and its fitness for filling his requirements. This method is backed by good logic and good sense, just the same sort of plain prosaic business reasoning which is required in any other line of work.

Advertising does not displace the salesman. It helps him. It is the greatest ally the salesman can have. Advertising assists him in selling goods on their merit, and works for the benefit of everyone connected with the article from the manufacturer to the consumer. The salesman will not have to take orders for whatever the jobber decides he shall buy of the maker, and furnish the dealer and consumer. If we make his brands to his specifications we are simply taking orders, but if we "sell" him our goods we have made him *our* customer in every sense of the word, and there is pride as well as profit in the transaction.

Furthermore standardization is of distinct benefit to the jobber, because he can always get prompt shipments, thus eliminating the necessity of ordering a long way ahead, possibly ordering more than he will sell and carrying over goods into another season. This is another phase of scientific selling.

Everybody likes the successful man, and if we take up this problem fearlessly and conduct our campaign intelligently and with persistent effort, who dares to say that we shall not find on the part of our distributors and jobbers a sincere and hearty co-operation for which, in our fearful and apprehensive state of mind, we would not dare to hope?

NOTHING TO FEAR FROM STANDARDIZATION

Certainly the opposition we have encountered thus far with our advertising has been nothing compared to what we had expected, and the large number of jobbers using private brands who have also bought a supply of our brand is further proof that at least some of our fears have been unwarranted.

Let us stop wondering what somebody else is going to say or think, or how much our customers are going to object. The number of complainers will be mighty small compared with those who will come in with us. In all our efforts let us remember this one point — our desire and efforts toward standardization are for the benefit of everyone associated with us. With this held firmly in mind, and with our position stated frankly to everyone, we can never be accused of attempting to eliminate the jobber, but we shall be given the credit of cultivating him.

You all know the old expression: "Where there's a will there's a way." I say to you, "Where there's a way there ought to be a will." I have explained briefly to you something about the "way." The question now is, have we the "will"?

Boston Chamber of Commerce Finds "Printers' Ink" Statute Effective

Special Committee Endorses the Model Statute After a Year's Investigation of Results — Few Prosecutions Needed as the Mere Existence of the Law Is a Deterrent

THAT the PRINTERS' INK Model Statute is an effective means of suppressing fraudulent advertising is the finding in an investigation by a special committee of the Boston Chamber of Commerce for the purpose of suggesting changes in the existing Massachusetts law. The special committee, composed of George R. Nutter, Franklin P. Shumway, W. H. Bell, and Walter Powers, reported as follows, according to *Current Affairs,* the official publication of the Chamber:

"Investigations of your committee during the past year have been aimed to cover (1) the deficiencies in the Massachusetts law; (2) the nature and provisions of advertising laws in other States and their effectiveness.

"In order to ascertain the deficiencies of the Massachusetts law as brought out in the experience of business men, your committee invited to appear before it, at a series of hearings held at the Chamber, representatives from a number of associations, including the Advertising Vigilance Association, the Boston Stock Exchange, the Boston Retail Grocers' Association, the Boston Publishers' Association, the Massachusetts Retail Shoe Merchants' Association, the Massachusetts Retail Jewelers' Association, the Home Furnishers' Association, and the Massachusetts Medical Association. The committee also consulted Hon. Joseph C. Pelletier, the District Attorney for the County of Suffolk, who courteously placed at its disposal the experience of his department in cases coming under the Massachusetts laws and his suggestions with regard to changes in these laws.

"These hearings brought out the fact that there are certain abuses which are not covered by the present laws governing advertising and which might be well reached by amendments, such as misstatements of value, and of services offered, and other misleading statements designed to induce the purchasing public into the establishments of the advertisers.

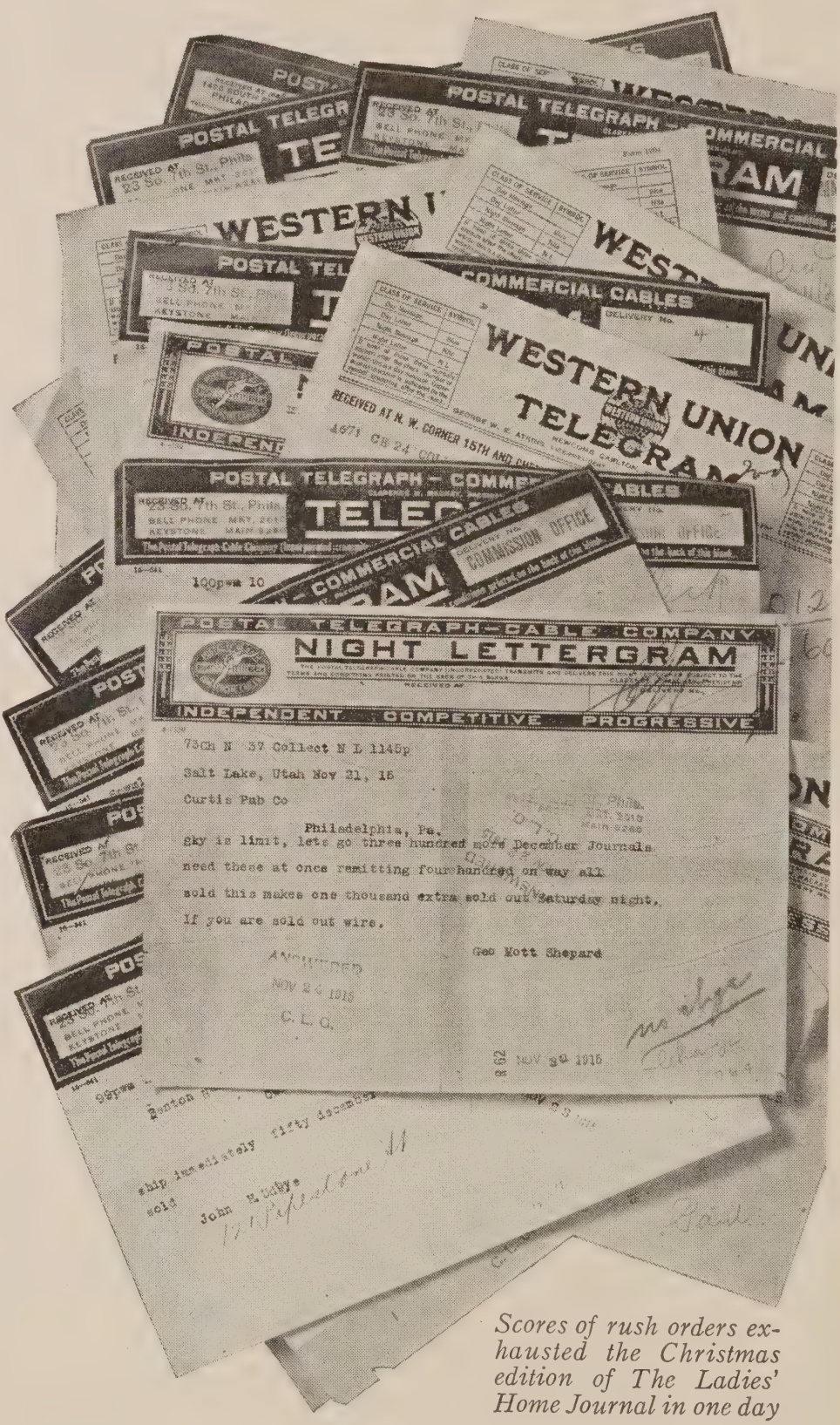
"Your committee then investigated the laws prevailing in thirty-one other States, and found that twelve States have adopted the so-called 'PRINTERS' INK Model Law' (a law designed and advocated by the Printers' Ink Publishing Company) and many other States have adopted laws based upon this law.

"Your committee also corresponded with commercial organizations, district attorneys and other authorities in States having the PRINTERS' INK or similar laws, with regard to their effectiveness in preventing untrue and misleading advertising. The result of this investigation showed almost without exception that where laws of this nature have been enacted they have proved successful. According to the testimony of many district attorneys, there have not been many prosecutions under the law. The very fact that it becomes known that such a law is on the statute books serves to suppress much of the untrue and misleading advertising which previously appeared in those States.

"In accordance with these findings your committee has prepared a report recommending amendments to the Massachusetts advertising law which are embodied in the draft of a bill submitted with the report.

"Upon its acceptance by the Directors, your committee is prepared to have the bill introduced in the Legislature at the coming session and hopes to obtain the co-operation of other interested associations in having it enacted into law."

The *Oklahoma Farm Journal* has been purchased by Arthur Capper, Governor of Kansas, and will be consolidated with the *Oklahoma Farmer* beginning with the issue of December 25.



Scores of rush orders exhausted the Christmas edition of The Ladies' Home Journal in one day

Sold out in one day

The entire edition of the Christmas Ladies' Home Journal, published on Saturday, November 20, was completely sold out the following Monday.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE
PHILADELPHIA

Traveling Gumption

There's the kind of Gumption that stays home and minds its own business, merely trying to interest more folks in The Farm Journal.

And there's the kind of Gumption which goes out and travels around the country and sees the Fairs and other things with the eye of a country weekly's new reporter.

December Gumption is a travel number—yes, and mentions all sorts of things by name right out loud. No attempt is made to revise the advertising business generally, but we must admit that December Gumption is pretty interesting.

January Farm Journal, with over a million circulation, looks as if it would be overcrowded with advertising—closing date is December 5th.

Big Interests Join Hands to Educate Consumers by Advertising

Important Fertilizer Concerns Carrying on Thorough Campaign to Farmers

By Robert Easton

[EDITORIAL NOTE:—Readers of PRINTERS' INK have noted the steadily increasing number of articles describing advertising campaigns carried on co-operatively by competitive concerns. This development is a significant indication of newer ideas in market cultivation. What is far beyond the capacity of any one concern may be brought about by sincere united effort. Not a manufacturer but can read this story and others like it with profit.]

ADVERTISING that is 100 per cent pure education, and successful at that, is the interesting achievement of the Middle West Soil Improvement Committee of the National Fertilizer Association.

After four years of carefully planned work along definite lines, in the course of which the number of farm papers used increased from ten to forty-five, the committee has decided to carry its propaganda into fresh fields. From now on it is no longer the "Middle West" Soil Improvement Committee, but the Soil Improvement Committee, for its advertising from now on will cover the East and all the New England States in addition to the Middle West. The farm papers to be used this year number over 75.

On the question of commercial fertilizers, the attitude of the West has been apparently anomalous. On most subjects a pioneer of progress, it was and may still be regarded as the stronghold of conservative views on the treatment of the soil. In spite of the successful experience of Europe and of our Eastern and Southern States, the Western farmer has not been easily persuaded that fertilizers are necessary for the highest production of most crops in most soils. For this attitude, however, there existed a reason in the comparative newness and richness of soil in the West.

It was natural that the propaganda of the fertilizer industry should be directed first of all to the West. Its success there is one of the reasons why it is now to be extended eastward, general conditions (such as the movement toward diversified farming in New England and better farming everywhere) being regarded as favorable to an advertising campaign which aims at showing the farmer how to secure "quicker crop growth, earlier maturity, better quality, greater quantity and more profit." It is believed that though Massachusetts, for instance, produces about two and one-half times as much per acre as Illinois, there is still plenty of need for educating the Eastern farmer how to make soils more

PRIZE WINNERS

Are Fed Balanced Rations

Glencarnock, the famous steer, which won 1st prize at the last International, was fed a balanced ration to secure quick growth, depth of fleshing, finish, and good gains. J. A. Stainbrook, Franklin, Ind., whose bushel of corn won the grand championship at the last National Corn Show, fed his crop with a balanced plant-food ration (fertilizer) to secure quick growth, early maturity, solid ears, and a good crop of well ripened corn.

Send for free literature.

Soil Improvement Committee

of the National Fertilizer Association

000 Postal Telegraph Bldg., Chicago

FEATURING FINE CATTLE TO SELL FERTILIZER

productive by intensive cultivation.

WELL-KNOWN MEN ON THE COMMITTEE

The plan of promoting the use of fertilizers by a co-operative campaign of general education of the farmer on the subject of soil-treatment and related topics, originated with a few far-seeing manufacturers in the Middle West. Their efforts to interest fellow members of the National Fertilizer Association in their ideas bore fruit some five years ago, when 15 manufacturers united to form the Middle West Soil Improvement Committee and to try out a campaign of advertising of the broadest educational character.

The original members of the committee were: Horace Bowker, American Agricultural Chemical Company, New York; DeWitt Brown, Armour Fertilizer Works; Frederick Rayfield, Swift & Co.; C. A. Alling, Darling & Co., Chicago Stock Yards; Gustav Jarecki, Jarecki Chemical Company, Cincinnati, O.; John T. Welch, Welch Fertilizer Company, Columbus, O.; W. D. Huntington, International Agricultural Corporation, New York, and John D. Toll, editor of *American Fertilizer,* Philadelphia.

The number of manufacturers of fertilizers and allied products interested in the campaign has grown from 15 to 70, and four new members have been added to the original committee: Gustavus Ober, G. Ober Sons Co., Baltimore, Md.; F. Perry Hubbard, Rogers & Hubbard, Middletown, Conn.; Spencer Carter, Virginia-Carolina Chemical Company, Richmond, Va., and C. H. Dempwolf, York Chemical Works, York, Pa.

The industries behind the campaign represent an immense capitalization, running into the billions. They include manufacturers of fertilizers, general chemicals, raw materials entering into fertilizers, and also industries, such as manufacturers of bags, belting machinery, phosphate mining machinery, rock crushers, grinders, etc., directly associated with the fertilizer industry, whose annual product of 7,500,000 tons sells at $15 to $40 a ton. The strength of the organization, now that the plan of advertising has been successfully tried out, is a guarantee of important future benefit not alone for the industries immediately concerned, but for the makers of agricultural im-

THREE OF THE STRIKING SERIES IN FARM PAPERS FEATURING SPECIAL CROPS

plements and for all who are interested in having *one acre do the work of two.*

The lines laid down in the initial advertising, which appeared in a few farm papers of the Middle West, have been consistently followed. The publicity was dovetailed to the work of the administrative office installed in Chicago in 1912 with Professor Henry G. Bell, as agronomist, and Clyde A. Waugh as manager of the editorial department. The function of this office and its editorial staff, soon to be greatly enlarged, is to teach better farming practices. In the last four years it has distributed over 4,000,000 copies of pamphlets, bulletins, and charts, prepared with the single purpose of presenting to the farmer the latest scientific information on the subject of bigger and better crops.

The keynote of the advertising, as of the literature, is educational, not commercial. "Our advertisements," said one of the committee recently, "either in our literature or in the press, contain nothing of an exaggerated or mystic nature. There is no secret or mystic property in fertilizers. We do not appeal to the credulity of the farmer. Our statements are based on the best practice and are clean-cut and absolutely truthful."

The inquiries which result from the advertising are used simply for the dissemination of information. There is no "follow-up" in the usual advertising sense. When the farmer is educated to the point of appreciating the value of commercial fertilizers as plant food, the work of the committee is completed. The farmer uses his own judgment in the selection of the particular fertilizers best suited to his land. Naturally, however, the individual manufacturers keep in close touch with the work of the office, as it suggests the best line for their own efforts in advertising and sales promotion.

The work of the Soil Improvement committee is not without its difficulties. While, as one of the committee says, there is no mystic property in fertilizers, the topic is a complex one for the layman. It is related, one way or another, to every one of the activities of the farm—it is as comprehensive as farming. And there is a good deal of loose thinking on the subject, to say nothing of prejudice, which must be taken into account. Of course it is rare to-day to find any person of intelligence declaring that "artificial manures" are stimulants which ultimately will exhaust the soil. But the day is yet distant when the American farmer will realize as fully as the European farmer that to continue cropping the soil without putting anything back in the shape of plant food, is what Henry Wallace has called it—sheer soil robbery.

It is by no means the purpose of the committee to minimize the importance of natural manures. On the contrary, one of the things which it has most persistently advocated is the saving and using of every bit of natural manure and the balancing of it with commercial fertilizers.

NATURE OF THE ADVERTISING

The advertisements in the farm papers aim at setting the farmer to think. Some particular line of thought is suggested—an effort is made to create a desire for further information along that line—and an invitation is given to send for the free literature which the editorial staff has prepared. The farmer is asked, "Why Not Produce More From Your Soil?" or a case of bumper production in potatoes is quoted; or the "pot of gold" which is hidden in every farm, is selected as the lure to reflection.

The pamphlets and bulletins cover a wide range of topics: Corn Production, Winter Wheat Production, Soil Types and Their Fertilizer Requirements, Facts on Fertility, Potato Production, Alfalfa Production, Canner's Crops, The Meadow, Oat Production, the Farm Balance Sheet, etc. They are written simply and illustrated in a practical way. Their standpoint is invariably that of applied science, and the recommendations for soil-improvement are in line with those made by the various State Experiment Stations, Agricultural Colleges and the U. S.

Department of Agriculture. "Since the establishment of the office," said Mr. Waugh, the editorial manager, "it has always been advocating the use of lime, the growing of crops in a rotation, the raising of legumes, the use of cover crops, good seed, better seed laws, the conservation of soil moisture, the use of green manure crops, the conservation and supplementing of all sources of farm fertility with the judicious use of fertilizers."

The activity of the committee is not confined to the preparation and issuing of farming literature. The educational effect of the spoken word has been proved and approved. At the date of this writing, for instance, there is being held in Michigan, along the route of the Grand Rapids and Indiana Railway, a series of 15 big meetings for farmers—three a day in five towns—addressed by competent speakers. Last summer 40 Chautauquas were addressed by representatives of the committee on topics related to better farming. Advantage is taken of the opportunity afforded by conventions to stir progressive thought on the problems of improved quality of farm products. For example, the National Canners' Association was urged to use its influence with growers to the end of producing a better quality of fruit, and the Grain Growers' Associations are advised how to cut down the quantity of soft corn in the market. Lectures of a different type are prepared in sets for general use and made interesting and more instructive by the use of lantern slides. These lantern slide lecture sets are given general distribution.

In the distribution of its propagandist literature to the farmer, the committee acknowledges the help which it has received from railroads, machinery manufacturers, boards of trade, canners, elevators, millers, schools, and banks in the territory in which it has so far been operating. And it is the aim of the committee to co-operate as far as possible with the county agents in the employment of the Federal and State governments—men engaged in personally instructing farmers in methods of improving the soil, as well as with all other agencies for the upbuilding of agriculture. In a word, the committee realizes that, as the farmer thrives, the fertilizer industry will thrive with them.

It has already been said that the success of the committee's advertising in the Middle West is at least one of the reasons for its extension to new fields. As in all such cases, the success cannot be definitely estimated. But it is a significant and encouraging fact that, whereas before the advertising was started, there was an overproduction of fertilizers in the West, the capacity of the plant is now taken care of—that from 1912 to 1914, the sale of commercial fertilizers has increased about 30 per cent in Wisconsin and Ohio, and about 50 per cent in Indiana. It should also be noted that the work of the committee has induced the Southern Fertilizer Association, a body independent of the National one, to organize a similar committee and to begin similar educational advertising in 20 farm papers in the South.

R. C. Peacock Joins Nast Magazines

R. C. Peacock has resigned as circulation manager of the International Magazine Company, New York, to take charge of the circulation promotion work for the Condé Nast Magazines, New York. Mr. Peacock, while with the Hearst organization, was in charge of the circulation work for *Cosmopolitan, Good Housekeeping, Harper's Bazar, Motor* and *Motor Boating.*

It is announced that his place as circulation manager of these properties will not be filled. Instead separate circulation managers will be appointed as follows: Carl R. Byoir, for *Cosmopolitan;* Paul N. Lazarus, for *Good Housekeeping;* H. W. H. Powel, for *Harper's Bazar,* and P. C. Cody, for *Motor* and for *Motor Boating.* Mr. Peacock began his new work December 1.

Alfred Hanchett Eastern Sales Manager

F. A. Patrick & Co., of Duluth, Minn., manufacturers of Patrick Mackinaws, will open a sales office in New York January 1 in charge of Alfred Hanchett, advertising manager. He will continue to direct the Patrick national advertising.

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THE SOCIETY FOR ELECTRICAL DEVELOPMENT, INC.
29 WEST 39TH STREET
NEW YORK

THE SOCIETY FOR ELECTRICAL DEVELOPMENT IN NEW YORK
"DO IT ELECTRICALLY"

HENRY L. DOHERTY, PRESIDENT
W. H. JOHNSON, VICE-PRES.
A. W. BURCHARD, " "
W. E. ROBERTSON, " "
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J. R. CROUSE — J. R. STRONG

November 26, 1915..

MR. A. C. G. HAMMESFAHR, Advertising Mgr.,
Collier's Weekly,
416 West 13th Street,
New York City.

Dear Mr. Hammesfahr:-

Congratulations upon your splendid Electrical Number of November 27th. Undoubtedly "Collier's" has had a decided influence in making ELECTRICAL PROSPERITY WEEK the greatest trade movement in history.

Twenty leading electrical advertising managers met with the Society's staff early last Spring to assist in planning the campaign. "Collier's" was selected as a logical medium in which to concentrate national advertising. These experts were attracted to the fact that 88% of your circulation is in cities and towns which have electric service.

We are more than pleased with the results obtained to date - especially with dealer co-operation. Your hearty support of the campaign has been greatly appreciated.

Yours very truly,

H. W. Alexander

WA:SFJ

DIRECTOR OF PUBLICITY.

Electrical Prosperity Week
Nov. 29-Dec. 4

Backing Up the Dealers

Once a week—52 weeks in the year—the Victor Talking Machine Company advertise in several New York newspapers (among them being the NEW YORK AMERICAN, of course), a combination Victor and Victor Dealers' advertisement—the space occupied by the dealers having been filled by the efforts of representatives of the newspapers carrying the advertisement.

At this time last year the Victor people used several full-page advertisements in several newspapers, and this year they are doing the same thing over again. This is in addition to their regular campaign.

What is the result? Every Victor dealer in the New York territory is on his toes all of the time to sell as many Victrolas as he possibly can. The dealers themselves do advertising on their own account.

The people have the merits of the Victrola placed before them every week in the year. They are told where they can buy Victrolas. They know that around the corner in their neighborhood is a Victor dealer. They know that it makes no difference from which dealer they buy—the price is the same everywhere. Every dealer knows that he is in competition with every other dealer, but that does not keep him from advertising. As a matter of fact it encourages him to advertise. He figures rightly that he will get his share of the business by going after it.

What does the campaign cost? A very small percentage on the volume of business done. Nothing like the cost would be either to the company or to the dealers if personal solicitation only were employed—the old-time method of selling musical instruments.

The Victor people have a wonderful market in the New York territory. They cultivate it constantly. They do not give the people a chance to forget the Victrola or the Victor records. They keep something going all of the time.

There is a very fertile field in New York for all manufacturers of musical instruments and for all dealers in musical supplies. If all advertised consistently every one of them would do an ever-increasing volume of business.

New York is a Music Mecca. People are growing fonder of music all of the time.

The NEW YORK AMERICAN talks to its readers Wednesday of every week about music. They are very keen about music. NEW YORK AMERICAN readers are buying musical instruments all of the time.

Dealers say they are very responsive to their advertisements. NEW YORK AMERICAN readers represent, as you know, ONE-FOURTH of New York. They buy ONE-FOURTH of everything that comes under the classification of music. They give ONE-FOURTH of the patronage that goes to Grand Opera and to all of the musical events.

Practically all the Music Dealers in New York advertise in the NEW YORK AMERICAN. They find it a very profitable medium.

There is a ready-made market in NEW YORK AMERICAN homes for manufacturers of Musical Instruments. Its readers are as willing to co-operate to make advertising pay musical supply people as the NEW YORK AMERICAN is.

The NEW YORK AMERICAN, because of its interest in musical matters, is developing a love for music among its readers to a remarkable degree. Therefore it is a really great advertising medium for the music people.

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Member Audit Bureau of Circulations

CREATE the Buying Impulse

A Little Brochure
With This Title Is Ready
For You

¶ It gives a few crisp facts that may have an interesting bearing on the development of Your Sales Plans.

¶ Briefly, it discusses a new and direct way of reaching and influencing 500,000 enthusiastic and persistent Women-Who-Buy, with the hearty co-operation of many of America's most progressive merchants.

Just write "Booklet" on a postal
Address it To-day

THE SPERRY MAGAZINE
FOR THE WOMAN-WHO-BUYS
500,000 Circulation Guaranteed
Two West Forty-Fifth Street - - - - - - New York
WILLIAM STARR BULLOCK *Business Manager*

Quickened Demand for Permission to Register Collective Trade-marks

The Case of Brockton, Mass., Being Urged Against Uncle Sam's Alleged Obstructionist Policy

Special Washington Correspondence

AN important branch of the shoe-manufacturing trade is the latest sufferer from the policy which prohibits the registration at the United States Patent Office of a community or collective trade-mark.

This latest instance wherein we find Uncle Sam in the role of an obstructionist to approved methods of advertising and selling is not greatly different from some equally annoying cases which have preceded it. Only this particular limitation, taken in conjunction with other incidents of the same kind, has injected a new note of insistence into the demand that Congress so amend our trade-mark laws that community-marks be given those same rights of monopoly that the Government confers in the case of other trade-marks.

The Brockton, Mass., Chamber of Commerce is the institution which has just had an ambitious promotion and sales campaign upset by the Federal ban on so-called collective or community trade-marks — meaning a mark used jointly by the manufacturers or producers enrolled in an association or located in a given locality and having, consequently, a certain unity of interest.

Brockton is, of course, a producing center for high-grade shoes. It was the idea of the Brockton Chamber that the reputation for quality of the city's product might be conserved if all Brockton-made footwear were stamped not only with the individual manufacturer's own marks, but also with a community trade-mark which would not be allowed to be applied to any shoes produced outside of Brockton.

Furthermore, the Brockton Chamber proposed to make its mark, when applied to shoes, serve the purpose of a guarantee of quality. Not only could the community-mark be affixed only to Brockton-made shoes, but it was only allowable for shoes, even if made in Brockton, in the event that the goods came up to a certain standard of excellence. In order that these requirements might be enforced no manufacturer or individual member of the Chamber was to have authority to use the mark indiscriminately or independently. Only under the supervision of the Chamber was the use of the mark permissible, and definite regulations were drawn up to govern the use of this co-operative insignia.

The design selected for a Brockton trade-mark consists of three overlapping circles, the upper circle having in it the letter "B," and each of the two lower circles the letter "C."

WHY COMMUNITY-MARKS ARE NOT GRANTED

The stumbling block to the registration of the Brockton mark was the same that has been interposed in the case of other trade-marks under similar circumstances. The Patent Office raises the question whether an association or corporation that is neither a manufacturer nor a trader and is not engaged in commerce can rightfully be the owner of a trade-mark. However sound the logic, the Patent Office has uniformly refused to register what are known as collective or community marks when presented by organizations or institutions whose sole function in the premises lies in the administration and advertising of the trade-mark and embraces neither the manufacture nor merchandising of the goods.

With much at stake, the Brockton Chamber of Commerce has naturally urged strongly the registration of its mark. The case was carried on appeal to the Assistant

Commissioner of Patents who sustained the Examiner of Trade-marks in his refusal to register. Assistant Commissioner Newton in his final ruling called attention to the fact that although members of the Chamber of Commerce make and sell shoes and use the mark, the Chamber itself neither makes, buys nor sells shoes, its object being merely to preserve the high reputation acquired for shoes manufactured in Brockton.

This whole question of securing Uncle Sam's sanction for community or collective trade-marks is just now coming before the business world in particularly acute form because of the current agitation for the use of just such marks. The national trade-mark selected at Detroit, the general trade-mark promoted by a leading periodical in the dry-goods field, and all the other actual or proposed "Made in U. S. A." trade-marks come under this same ban. So, likewise, do the trade-marks which in rapidly increasing numbers are being adopted by States, municipalities, and geographical districts for use on commodities produced within their borders.

That there is one loop-hole which may be taken advantage of to get a community trade-mark on the Federal roster is incidentally pointed out by the Assistant Patent Commissioner in passing upon the Brockton case. "If the association owns the goods," said Mr. Newton, "and engages in interstate or international commerce, I am not prepared to say but that it might register a mark just as an individual, since the present trade-mark statutes provide for the registration of a trade-mark by an association, but where such association neither produces the goods nor trades in them, then it cannot be the owner of any technical mark and for that reason cannot register the same."

SOME CO-OPERATIVE ASSOCIATIONS HAVE MARKS REGISTERED

As a matter of fact, the solution indicated is precisely the one that before this has been successfully employed by certain bodies of producers who are already reaping the benefits of the use of a community-mark. For instance, this is the plan that has been followed in the case of various associations of fruit-growers whose co-operative advertising campaigns have attracted considerable attention during the past few years. Even though the association in such a case actually sells the product turned over to it by the respective producers, it is claimed that this temporary control of the entire output and the lumping of it for the process of marketing does not in any degree complicate matters for the individual producer nor delay his monetary returns.

Pressure is to be brought to bear on Congress so to amend the trade-mark laws that community-marks may be registrable, as they are in a number of foreign countries, without the necessity for any subterfuge such as that above mentioned. This failure on the part of the United States to allow the registration of community-marks, as recommended by the international convention, is going to count against us all the more, now that an increased number of firms in the United States are reaching out for foreign trade. The laws of the average foreign country are to the effect that aliens may obtain trade-mark registration only to the extent to which the courtesy is reciprocated by the country to which an applicant belongs. With such a system in operation it is easy to foresee how far Americans can get in the registration abroad of community trade-marks.

Edward A. Filene, of Boston, president of William Filene's Sons Company, was discussing this subject the other day. Said he: "There is a piece of selling machinery that would afford us a better chance of winning a share of the world's markets against such able competitors as the English, German and French who largely dominate those markets. What I have in mind is a quality stamp, for use by each national trade organization, which would guarantee to the trade associations or combinations of manufacturers

the quality of the goods to which that stamp was attached, and which would carry with it definite penalties for the failure to live up to the quality."

Oddly enough, the strongest pleas that the United States do something to afford to community trade-marks, whatever their origin, the same measure of protection that is vouchsafed to other trade-marks, have come thus far from outside sources.

One appeal came from the Government of Denmark. As our readers know, one of the chief products of the "peasant kingdom" is butter, and to the end of promoting the sale of Danish butter and protecting it from the competition of imitators the Government at Copenhagen has adopted a national trade-mark, the design embodying a representation of a bugle, which may be used on all butter which comes up to the governmental standard as to quality. Some time ago the Danish Government appealed to the Department of State at Washington to use its good offices to secure protection in the United States for this Danish mark, but, adhering to the inflexible rule, the Patent Office refused registration.

An even more ambitious and determined effort has been made —and is yet in progress—with respect to what is known as the Irish national trade-mark. This "Made in Ireland" mark, which is applicable to Irish-made goods produced by duly licensed firms, is controlled by an association the sole function of which is to administer the mark and grant licenses to firms that measure up to requirements, hence it comes clearly within the prohibition in this country of community-marks. In this case, however, the trade-mark owners—perhaps because the Irish are born politicians—have set about securing legislation that will safeguard the Irish mark in the United States. During the Taft administration the interest of the President was enlisted and he went so far as to make recommendations to Congress on the

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

subject, but like many another needed reform in trade-mark and patent practice the project yet hangs fire.

COMMON-LAW PROTECTION

It may be some consolation to producers who have pooled their interests in advertising and selling to know that a community trade-mark, even though it is unregistrable at Washington, is likely to receive all needed protection in the courts in actions brought under the common law on the basis of unfair competition, etc. This was proved in a legal controversy over the self-same Irish trade-mark above referred to. This test case grew out of the attempt of an Indiana manufacturer to attach a mark very similar to the "Made in Ireland" mark to clothing manufactured in the United States, and when the issue was carried up to the highest court that passes upon such trade-mark questions this tribunal, in an opinion that was duly reviewed in PRINTERS' INK at the time, decided that the Irish mark was entitled to protection to the extent of a refusal to register the infringing mark.

In refusing registration for the mark of the Brockton Chamber of Commerce the reviewing authority cited the somewhat similar case of the Ontario-Cucamonga Fruit Exchange, and likewise the rather memorable case of the Cigarmakers' Union. In this latter case the crux of the controversy was found in the desire of a labor organization to secure the maximum protection for a design, although the organization was not, as an association, engaged in manufacturing or selling the tobacco products to which the mark was to be applied.

Another new factor which lends significance to the community trade-mark question at this time is found in the growth in the United States of communities of workers that specialize in the production of given classes of products. Institutions such as the Oneida Community are, of course, in no wise affected nor are communities where the handling and disposition of the aggregate product is actually centralized in a selling agency. But the trade-mark limitation will be felt in communities where each producer is virtually an independent operator, while at the same time the community idea is played up for its advertising effect and for the prestige that attaches to output from a recognized center of an industry.

AN INSTANCE OF GOVERNMENTAL PROTECTION

Yet another point of contact is found in the various schemes which are being energetically fostered by the United States Department of Agriculture for co-operative production and marketing in the farming districts. In this sphere we find Uncle Sam himself introducing lately a community or collective label. This label, which is not copyrighted, but which will be duly protected by the Government, is designed for use on approved seed corn produced by the Boys' Corn Clubs that have been organized all over the country to promote corn-growing.

The regulations governing the use of this collective mark provide that the label may be attached only when a Federal agent has duly inspected the product and the O. K. of this representative must appear on the label in testimony that the seed measures up to the standard of the "4-H Brand," as the Government calls it.

In conclusion, it may be noted that even though a community be granted by special law the right to a community trade-mark—as in the case of Worcester, Mass., where the sanction is supposed to date back a couple of centuries—this circumstance does not influence the registrability of the mark at the Patent Office.

Thos. G. Rapier on "Times-Picayune" Board

Thomas G. Rapier, of New Orleans, has been elected a member of the board of directors of the Times-Picayune Publishing Company to fill the vacancy caused by the death of Major H. H. Baker. He is a son of Thomas G. Rapier, who was for many years general manager of the *Picayune* before it was consolidated with the *Times-Democrat*.

WOODWARD
ST. LOUIS

Foreshadowing the Image of Success

WHILE the establishment of the Advertising Agency of Woodward & Tiernan is yet of comparatively recent date, the actual achievements of this Agency have already borne fruit.

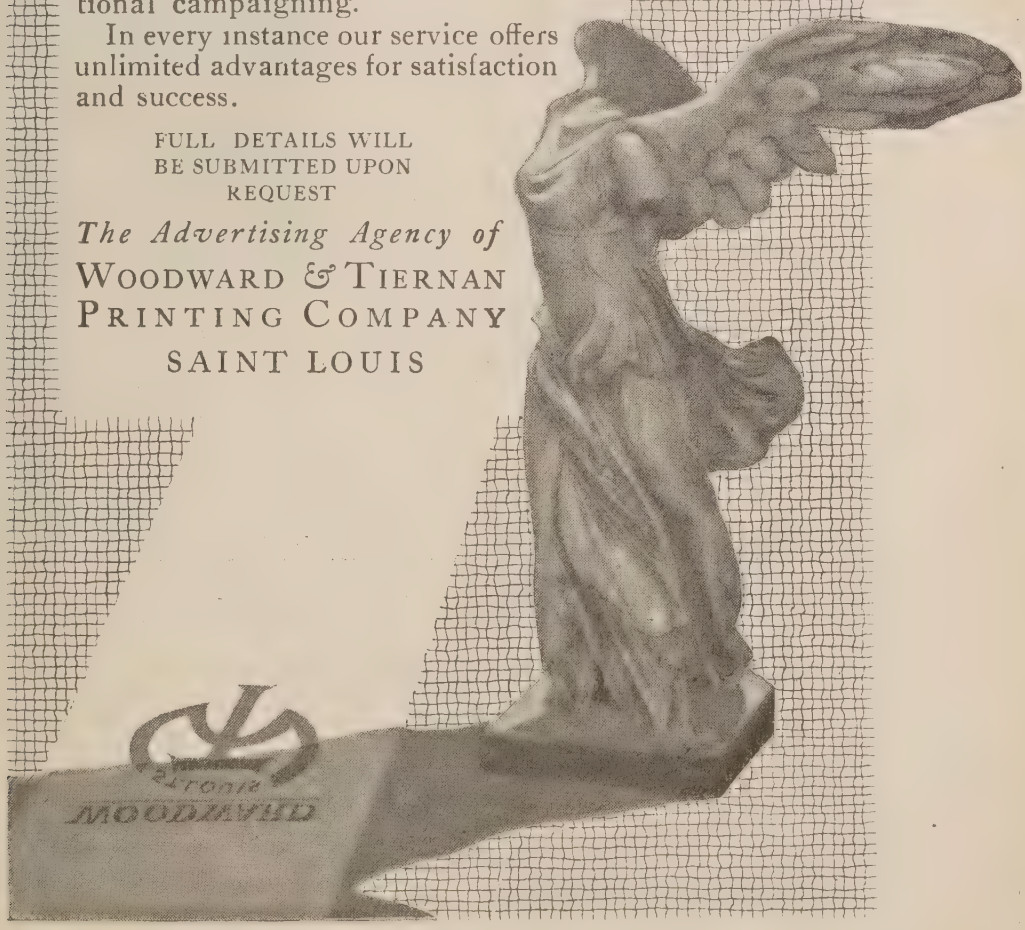
For many months we have served a few clients in a manner in which they will bear us out as thorough and successful.

We are equally interested in developing the smaller advertiser as those who are now engaged in national campaigning.

In every instance our service offers unlimited advantages for satisfaction and success.

FULL DETAILS WILL BE SUBMITTED UPON REQUEST

The Advertising Agency of
WOODWARD & TIERNAN PRINTING COMPANY
SAINT LOUIS



DRESS

In all animals, except humans, the male is more gorgeous in appearance than the female. It is the male who attracts the opposite sex by his fine looks. This is the law of life and its continuance.

The reverse is true in the human race. Woman attracts. Her appearance means to her life and the continuation of life. Her passion for dress is primal.

Every man who has had a sister, a mother, a wife or a daughter has marveled at the depth of interest women have in clothes. Not some women; all women.

Women's interest in dress is not frivolity. It is based on self-preservation and self-perpetuation.

This profound universal interest in dress is the solid rock on which the House of Butterick was built.

Butterick has had more influence over women in the matter of clothes than any other institution in the history of the world.

Woman's interest in clothes influences her entire life. Better dressing means better personal hygiene, better sanitation, better home furnishings, better food, a better standard of living.

From Bangor to Bangkok, wherever there are civilized women the world over, Butterick is regarded as the authority in matters of dress.

Butterick

Put Your Paper Problems Up to Men Who Know

Call in a Bermingham and Seaman representative. You will find him well posted in all lines of the paper business, and not trying to sell one brand of paper to the exclusion of another.

We dispose of the entire output of a number of the biggest mills in the country. Our vast manufacturing facilities enable us to supply you with paper for every purpose at rock bottom prices.

Begin using our national service for your profit by getting our suggestions and prices on your booklets, catalogues, circulars, house organ or any paper requirement.

We are always glad to make up dummies and furnish samples. Using this service places you under no obligation, and may save you hundreds of dollars.

BERMINGHAM & SEAMAN CO.

Radium Folding Enamel—Crystal Enamel—Opacity—Samson Offset—Elite Enamel—Advance Bond—and other leading brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Detroit

Advertising That the Architect Files for Use

Questions of Manufacturers Answered by an Architect

By Richard H. Millson

THERE is one idea which seemingly exists in many manufacturers' minds, and which must be dispelled once and for all. The idea is this,—that the architect is by nature, training and inclination a natural and particular enemy to manufacturers in general. This is not so; and I would submit the following proof, with the suggestion that it serve as a means of practical reflection for those who seem to consider the architect their evil spirit.

The architect, in order to accomplish anything at all, must have information on all the various products that go into the construction of his work. That, it seems, must be patent to all. This fact allowed, it is unreasonable to say that the architect could be the enemy of any particular manufacturer who really conveyed vital information of his product into the office through his advertising effort.

In a subject so broad, attention must be given from the start toward the elimination of literature which does not efficiently and promptly give all the facts of the product advertised. This is of the first importance, and at once gives us a clue to the reason for this evil-spirit idea.

APPEAL TO ARCHITECT MUST BE PRACTICAL

It may be summed up much like this, I think: The Atlas Automatic Peanut and Candy Supply Company, manufacturing a device for supplying fresh peanuts to individual offices in skyscrapers, sends a pamphlet telling me of the great advantage to be gained in using its new and improved system. This is all it does tell me amidst a mass of frills about decreased size of pipes, fifty pounds more pressure, and many more abstract things. Now, the Peanut and Candy Engineering Company, a rival concern, sends me, a little later on, a neat, simple booklet laying the facts of its system before me briefly, with drawings of typical layouts and necessary data for the practical consideration of its plant in the drawings of any project that may come to hand. Is it unreasonable, then, I ask, that I throw The A. P. & C. Company's packet into the waste basket, and immediately become interested enough to give some attention at the time to the P. & C. Engineering Company's efforts, and further to have it put in my files as containing facts against the time when I shall need them?

Now we get down to the reason for the evil-spirit idea. A little later on, I have a commission on hand in which it is insisted that fresh peanuts must be supplied to each office.

Head Draftsman says, "What are we going to use?"

"P. & C. Engineering Company's stuff," says I. "You'll find it in the files."

"Fine," says he, "everything is here and we can get a mighty good idea of what we want to do from this stuff.'

P. & C. Engineering Company gets the business. Atlas Automatic hears of it too late. From then on, I am one of that company's "hard nuts," "evil spirits," etc. Unfortunately for everyone concerned, the Atlas people might have an improved system, but they didn't make it clear to me and they failed to break into my files from a lack of appreciation of the fact that an appeal to an architect must be, first of all, a practical proposition.

The fact is, literature properly put together, is as useful an instrument as many others the architect works with.

This brings us to the considera-

tion of some ideas and methods which would lead to a more practical and factful presentation of any product. First of all let us remember the architect is a man constantly working in feet and inches, and his ideas shape themselves in a mental language of lines and forms of various dimensions. It is clear then, that an appeal to really get into mesh with this mode of thinking, must set forth the facts in a systematic manner.

If the product is one that will allow of it, great attention should be given to seeing that the facts as to sizes, dimensioned arrangements, groupings, combinations, etc., are carefully laid before the architect in the very language spoken of. The evident way to do this is by means of drawings, and most emphatically such drawings as an architect himself would make—in his manner, with architectural character. The reason I say this, is, that it brings to light a most significant fact, a psychological one. Immediately the architect gets into touch with advertising work of the above character, his sympathy is aroused and he takes it to himself as a part of his equipment.

There have come to hand recently a few examples showing a very full appreciation of the above facts, which are worthy of considerable note. The first of these is from The National Fireproofing Company of Pittsburgh and is one of a series of various publications issued by this firm. It is a booklet containing reproductions from blue-prints of all the various types and sizes of tile manufactured, together with arrangements of window frames, etc., in connection with the product, all fully described and dimensioned. It may be termed an excellent text book on the use of hollow tile, and is in every way a valuable addition to any drafting-room.

The Dahlstrom Company of Jamestown, N. Y., has adopted this method of presenting to the architect the many-sided application of the various products it makes. The publication which the Dahlstrom people have brought out is one of the most noteworthy which I have seen in this direction. The plates are separate and of standard size and are enclosed in a serviceable portfolio, and in so far as their products are concerned, it is another valuable addition to the drafting-room. Its character is of such order that it obtains for itself a place aside from the usual run of catalogues, and takes on the distinctiveness of an authoritative treatise. The drawings these plates were reproduced from are evidently the work of an architectural draftsman, and fulfil the conditions of my former suggestions with great success.

Of course it must be admitted that all the products cannot be handled in this way, but, nevertheless, the same principle can hold good in almost every case. For instance, I have just dropped into the waste-basket a pamphlet telling me of a very wonderful new method of reinforcing brick walls. Wonderful it must be, from the length of the remarks. Much information I could not find, and at present, I must admit, I am at a loss to know whether this material is of wire, cement, or putty, as there is not a word as to the make-up of the product, or an illustration or drawing showing its application.

It is reasonable to suppose, I think, that under these circumstances architects would hardly spend their energies working themselves into a frenzy of excitement over this wonderful discovery. This is a typical example of a manufacturer blindly presenting his advertising entirely from his own viewpoint, whereas, as I have already pointed out, the only reasonable way would be to attempt to obtain for himself a clear-minded insight into the architect's way of looking mentally at all these things.

TRAINED MEN, OR AGENCY, SHOULD HANDLE ADVERTISING

This altogether useless way of advertising represents a huge factor of waste in the building trades field, far greater it seems to me than would be permitted in any phase of the factory work. From

Beyond Controversy

the dominating
supremacy of

Engineering Record

as an advertising
medium.

Here are the figures:

Pages of Paid Advertising Published

	1912	1913	1914	1915 1st 47 issues
Engineering Record	5,396	5,234	5,288	4,314
Nearest Contemporary . .	4,780	4,600	4,251	3,453
Lead in Pages	616	634	1,037	861
Lead per cent.	12.9	13.8	24.4	24.9

Engineering Record advertising supremacy is proved by the fact that

Engineering Record led in advertising volume in 1912
Engineering Record led in advertising volume in 1913
Engineering Record led in advertising volume in 1914
Engineering Record leads in advertising volume in 1915

And, What Is Most Important---

Every year without exception the rate of lead per cent. has increased.

WHY?

Good management and good salesmanship can *put* a paper in the lead—but they can *keep* it there only when the results secured by advertisers prove that the paper deserves the lead.

Keep these facts clearly in mind
in planning your 1916 advertising

McGraw Publishing Company, Inc.

239 West 39th Street, New York

Electric Railway Journal Electrical World Engineering Record
Metallurgical and Chemical Engineering
Members Audit Bureau Circulations

Hugh Brennan, secretary and treasurer of The Dooley-Brennan Company, contributes this week's business editorials in the Chicago Herald.

Mr. Brennan's chief distinction is his appreciation of the South as a market, but his most conspicuous successes have been campaigns to secure national distribution.

His intimate association with promoting Kellogg's Toasted Corn Flakes and with the great farm "drive" of Montgomery Ward & Company about two years ago, first won him general recognition. The more recent achievements of his company in collaboration with the manufacturers of Red Wing Grape Juice and the new Dort Automobile have added to his reputation. His editorials will well repay the business man who reads them.

Bigger Better Business

Read these articles daily in the Chicago Herald. They will cover every important subject of interest to manufacturer and business man and will be written by the world's greatest business builders. No sales manager, manufacturer or traveling man should fail to read all of them, and the merchant will find in them much to learn.

Daily on The Chicago Herald's Editorial Page

(The morning newspaper may live from morning to evening but the evening paper lives from evening to morning—the hours of Social life and Sleep.)

this, therefore, let us see the mistake clearly. Manufacturers should not attempt to write their copy themselves unless they have a department especially organized for such work. The staff of such a department should be of men specially trained for the work and under the direction of a man whose experience has enabled him to get to the roots of this difficult matter of reaching professional men of, let us say, specialized caliber. If it is not possible for a firm to have such an equipment of its own it should undoubtedly employ an agency which has the organization to handle the problem properly. This is the work of specialists and cannot be handled by an ordinary office staff or business man.

Here I shall make a few suggestions directly to the agencies with the view of inducing a closer insight into this particular phase of their work. The detailed comments contained in this article, would, I think, lead us to the conclusion that the preparation of copy, the illustration, and general building of literature within the scope of this discussion should be under the hand of a man whose experience has put him in very close touch with the inside life and thought of architects and allied workers. The addition of such a man to the staff of any agency would put it in a good position to handle this work as specialists, with, I am sure, gratifying results. Such men would need to be searched for, and should command first-rate remuneration for their services; they are to be found, however, and in my opinion are the only men really able to handle this subject properly.

These men could be found among the huge numbers of well-trained architects' draftsmen and assistants. They know the information looked for in offices; most of them have the same appreciation of things in good taste as architects themselves and have the technical knowledge which enables them to employ all the means at their command, to the best advantage. In support of this point of view, I would say that some of the best catalogues that are in this office are the work of such men as the above.

In addition to the remarks already made as to a betterment of methods in introducing technical matter, there are some other practical points it would be interesting to look to with the idea of suggesting some improvements and new ideas. The first is the question of advertising by models and samples. Most emphatically this method is good where the product lends itself to presentation by model preferably, or by sample. Good models, used as a follow-up to a pamphlet or book, are most effective. I can say nothing better for this method than that where models have been sent into offices where the writer has had experience they have done duty time and again as silent salesmen.

This is particularly true where the catalogue work has been on good lines. There are some cases where this has been done that stand out very plainly and it would be hard to say how much they have been appreciated. One of these cases is that of the Kawneer Mfg. Company, of Niles, Mich. Its presentation of technical data by means of drawings is to be much commended and, taken together with the follow-up, is a really effective piece of work. This follow-up is in the form of small samples that form models of the whole product, and can be assembled to illustrate all the various combinations in which it may be used. Taken together with the literature, there could be no more tangible way of putting the facts into the architect's hands than this.

HOW TO MAKE BEST USE OF ARCHITECTS' JOURNALS

Another important aspect of this subject is that of advertising in professional journals and periodicals. This method of advertising is excellent when considered as an adjunct to the work such as has been outlined. A great deal can be done to improve the character of this work, the space for which is paid for in good hard

money and therefore must not be allowed to become just a mere waste. I would suggest that advertisers consider this method as a reminder, as it were, connecting thereby the minds of the readers with other more detailed literature. It is a great opportunity to keep the name and character of a firm persistently before the profession, and is apt to cut that groove into the reader's mind which is so valuable an asset to manufacturers.

Some suggestions and examples as to improving this branch of work would now be in place, I think. First: consider the form of the printed copy when made up. Let it be "set" with taste. Don't use all the various types that can be found in the printer's shop; get one good type, and keep to it consistently.

The first thing in the building of a business book is, as has been pointed out, to see to it with all the skill and thought available that the facts are presented with deliberate and maximum efficiency. This establishes a sound basis to work on, and let it be remembered that this difficult task of compiling the data is only the beginning of a really earnest endeavor to build literature on better lines. Many advertisers, I am sure, consider that some more or less careful arrangement of the technical data is sufficient, the printer can see to the rest.

Now, as to the actual make-up of the book or whatever it may be. Take the trouble to think about this part of the work, get ideas on the subject, other people's ideas if necessary, and pay for them, then put them into practice. Don't take the first paper you come across, or the first covers or the first anything. Give it thought. Doubtless you have put barrels of thought into the perfection of your product, so show it in your literature. Next consider the printing press as a mule, almighty useful, but almighty stubborn. The modern printing machine is something that must be curbed, it must be prevented from printing our work so as to dominate the whole production with the idea of what a marvelous thing a printing press is. We don't want to be impressed with the compilation and wonders of a printer's shop. Printing is means to an end, printing which thoroughly serves toward that end is good and praiseworthy. Better praise than this cannot go to a printer. Simplicity is one great thing to aim for, and the proper use of type is one of the useful means of attaining this. Originality may be called for, here the type will give it to us, but it must be properly and thoughtfully designed.

Consistency is always necessary, and cannot be considered too long or too well. There is much lack of character in American printing yet, and consideration of many foreign publications would do much to enlighten on the more artistic and original methods of using the printing press. See, for instance, the *Studio*, London; "Studio Year Books," London, many of the publications of T. N. Foulis, London and Edinburgh, *Dekorative Kunst*, Munich, etc. Do not

Atlantic
Terra Cotta Company
1170 Broadway, N. Y.

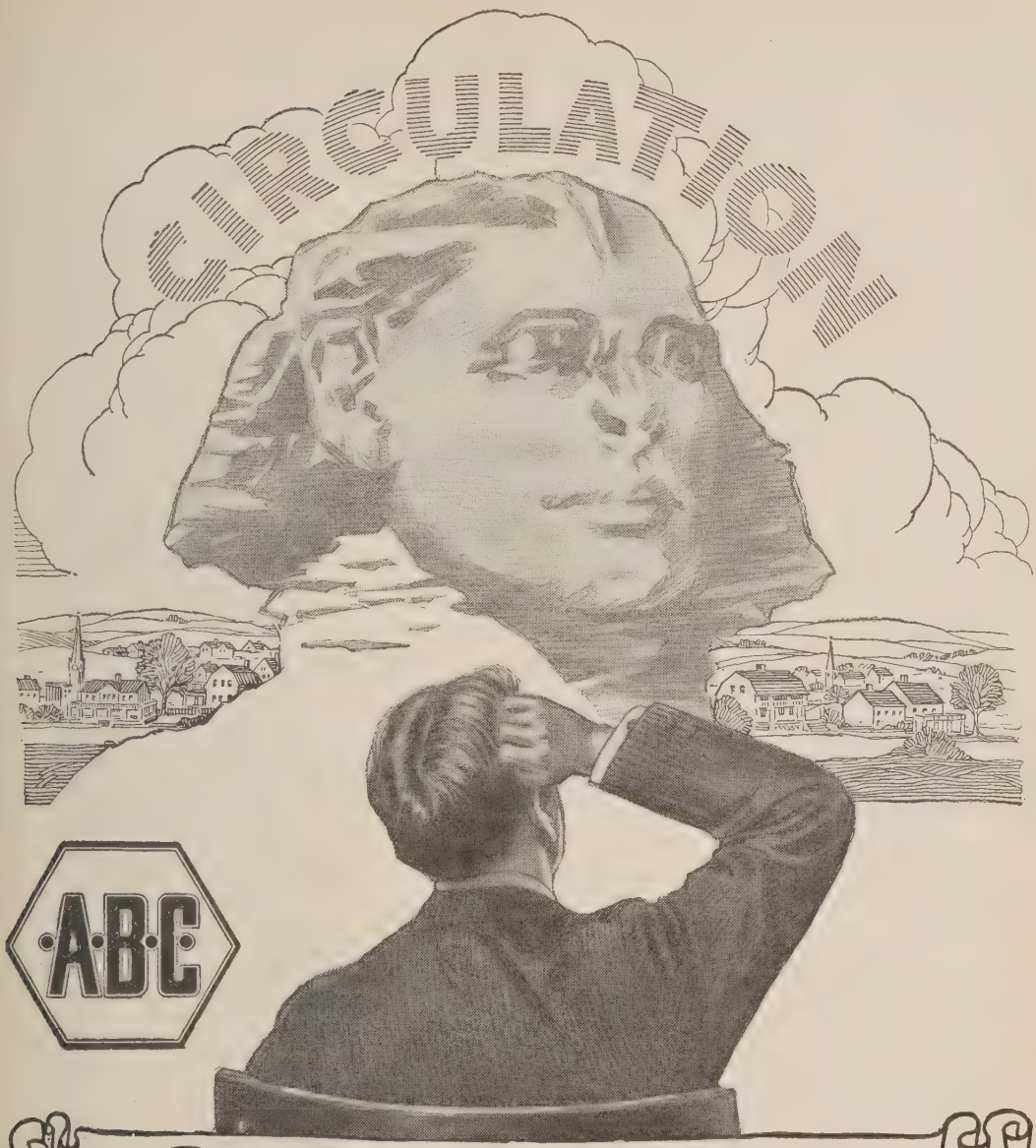
The Atlantic Company offers the very highest quality of Architectural Terra Cotta and service that is prompt and efficient. Material is delivered at the building in logical order and *on time*.

Every piece of Atlantic Terra Cotta is numbered and a corresponding number appears on the setting drawings the Atlantic Company prepares for the builder. These drawings indicate the position of every piece and show clearly its anchoring to the frame.

Atlantic service saves time, eliminates contingent expense, and reduces regular expense to the minimum.

Southern Branch
Atlanta Terra Cotta Company
East Point, Ga.

COPY THAT MEETS THE ARCHITECT'S APPROVAL



Solving the Riddle

THE Audit Bureau of Circulations solves the riddle of circulation for its members.

It places in their hands unprejudiced information on the various publications in which their advertising appropriations are being expended.

It tells how much there is, where it is and the kind it is.

"A. B. C. Service" is just as essential to the advertiser and advertising agent as Dun or Bradstreet's are to the credit man.

Why not back your judgment with solid facts?

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street, Chicago

WHEN the advertising of the Aeroshade Company, of Waukesha, Wisconsin, was entrusted to us, we made a thorough investigation of the probable demand for Porch Shades and the conditions affecting their sale. We succeeded in unearthing some facts that had an important bearing on formulating the merchandising and advertising plan, and our plan when carried out resulted in a large increase in sales, due principally to better and wider dealer co-operation.

Our experience has taught us how to interest the dealer in the goods we advertise, and we have accumulated some valuable data on the results of advertising campaigns designed to secure dealer co-operation in various lines of trade. If you feel that your product is not being pushed by the dealer as it should be, we believe we can show you how to secure better dealer distribution and co-operation.

Klau-Van Pietersom-Dunlap, Inc.

ADVERTISING IN ITS ENTIRETY

MANHATTAN BUILDING MILWAUKEE, WIS.

do unnecessary or uncalled for things, such as elaborate twistings and turnings in the printing of covers, such as the use of stock border No. 0503, and centersplash No. 10605 ZY. If you must have borders, get them designed or use straight simple lines.

Color, as well as design, must be considered in covers. Select colors that are more neutral than otherwise. Harmony will be easier to attain and will do much in putting the whole production into the class of good taste.

If the illustrations are to be sketches, etc., obtain the work of men trained along more idealistic lines. If photogravure, obtain good work and have the process work done in such a way that the mechanical effect of ordinary commercial photography is softened, and made to harmonize with the rest of the work.

SOME QUESTIONS ANSWERED

Since the publication of my first article in PRINTERS' INK I have been asked many questions upon what I would consider the proper way to improve various firms' advertising, and for suggestions as to the solution of some particular difficulties in this direction. Of these, I shall cite some typical cases and attempt to offer some suggestions which, I am sure, would tend to help the writers of these advertisements to see their position in a new and more satisfactory light.

The first case I shall consider is that of a firm handling automatic sprinkling equipment for fire protection in buildings. This firm has a number of facts to put before the architect—the efficiency and installation of its product, etc. Provision for this sprinkler protection must be made in the *plans* of the building. One cannot wait until the structure is completed. Here is a case where there surely is much to tell the architect in terms of pure fact, and I would suggest that no better way could be found than the publishing of a book on "Sprinkling Equipment," for the architect's working library. Viewing the problem in this way, as a text-book, the idea immediately suggests itself that the facts, as told, should be supplemented by careful, well-considered drawings that would bring closer to the surface, in the architect's mind, the main points of the written remarks. In further suggesting a plan of campaign in this case, I would think it well to carry on persistent advertising in architectural and building publications as this is one of the best means of keeping the name of the concern continually before the eyes of the profession. As a final remark I would lay stress on the suggestion that an attempt be made to stamp the character of all advertising with the identity of the firm.

The next case, a very interesting one, is that of a firm of varnish manufacturers. This firm seems to have very little faith in advertising of any kind, and apparently has an idea that it can reach the whole of the architectural profession through their representatives. This firm, I venture to state, is greatly mistaken in its lack of faith in advertising, and I am sure that the very facts which its representatives are sent out to tell architects could be compiled in literature written and built in the right fashion that would succeed in getting the architect interested. In this particular case, I cannot too strongly condemn many such pamphlets that are already spread broadcast on such products as varnishes, finishes, paints, etc. They do anything but interest, for they have no character and detract by this very negativeness from any force that might have been put into the telling of facts.

The next inquirer is a company whose product is about fifty per cent higher in price than those with which it competes. The company claims superior standing. Its advertising matter then should surely afford a fine opportunity for forceful copy, and I can suggest nothing better than "going to it." But here also is a case which calls for warning, "don't be cheap." The very nature of the argument which it is intended to drive home is the fact that this particular product is far ahead of its class in every way, and that there are

many good reasons for the price of the product being higher than anything else in the market. Looking this square in the eyes, we must see that the appeal must demonstrate immediately, by its forcefulness and character, value and superiority. Any appeal which does not contain within itself the essence of quality cannot hope to succeed in such a case as this.

The next house asking advice is doing some good work, but is evidently also making some big mistakes. It asks me, "Does the architect lean more to the 'artistic' advertisement, or to one which is 'fairly plain,' but which goes into mechanical detail?" Right here, I want to point out the fact that those who ask such a question make it plain that they do not understand in the most elementary way such terms as "artistic," "fairly plain," etc. If by an "artistic" advertisement is meant some pretty arrangement to hang up before our eyes, as a constant stimulation of our æsthetic senses, a great mistake has been made. An architect is an artist, *but he is a practical one,* and must have a good business head. My suggestion in this particular case would be to eliminate entirely the idea of there being two classes. Let facts and technical data be set down with good taste and simplicity. Strong character and individuality will result.

Another firm wants to know: "What class of trade papers do architects read advertising in—ones with pretty pictures, or ones of a more technical nature? What is the architect's attitude toward advertising, does he look upon it as a nuisance or a joke?" This is too much! I might ask this particular firm what it imagines an architect is? Nevertheless, I will attempt some answer to the questions.

My only answer to the first question is that it must be realized that the artistic side of an architect's thinking does not partake of the pretty picture variety, but is part and parcel of a well-ordered system *of arranging a compilation of things in the best proportioned fitness to one another.* This is a phase of true art. Before this firm's advertising can hope to be successful with architects, a complete reversal of this unthinking attitude must be made. On the question of whether architects find advertising a nuisance, a help, or a joke, I have already said much.

The great fact dominating the whole subject of making advertising reach an architect is this: An architect is a man having a huge amount of mechanical work to do toward the end of creating something beautiful. The result of this work must be efficiency in a utilitarian way, without losing the character of beauty.

If manufacturers will clearly recognize the necessities of the architect's work, and then will strive faithfully to help him in his work, a vast amount of advertising literature will take on a greatly increased effectiveness.

Prosperity in Iron Industry

Announcement has been made that no more advertising can be accepted for the Annual Review number of the *Iron Age,* to be issued January 6, 1916. C. S. Baur, the advertising manager, informs PRINTERS' INK that if an attempt were made to further enlarge this issue it would probably exceed the foreign weight limit, which is four pounds six ounces.

French Old-Style

The homicidal motor-car emits a warning squawk to those whose circumstances have prescribed that they should walk. The limousine whose lowest price is seven thousand bones addresses all pedestrians in soft and tuneful tones, while little things whose humble cost should make their owners meek, emit upon the atmosphere a paralyzing shriek.

The girl whose far progenitors were lords upon the earth, whose long and noble ancestry has certified her worth, surmounts her wise young summit with a plain three-fifty hat, for that's the modest manner of the true aristocrat. The fresh and foolish parvenu, with sham and shallow mind, appears in haberdashery that strikes beholders blind.

The advertisement which parades in black and bulging type may often indicate a firm which isn't fully ripe. A margin is artistic and the wise will take a hint which isn't hammered through their teeth with ninety-six-point print; for any tale that's strictly true may quietly be told in *cultured Old-style French* instead of *Gothics raw and bold.*

SIXTEEN ADVERTISEMENTS IN ONE PHRASE

Yours for Service

HERE in Printers' Ink sixteen advertisements have run, telling about Today's many departments of help to home-makers—yet all the sixteen are summed up in the phrase "Yours for Service," the slogan that stands at the head of every issue of Today's.

To the woman struggling with the problems of housekeeping we give service by tested recipes, descriptions of household devices, hints as to short-cuts, information about furniture, wall papers, paints, decoration.

That she may shine socially we describe fashions and style tendencies, tell how she may keep or achieve beauty and health, prescribe etiquette, parties and pastimes.

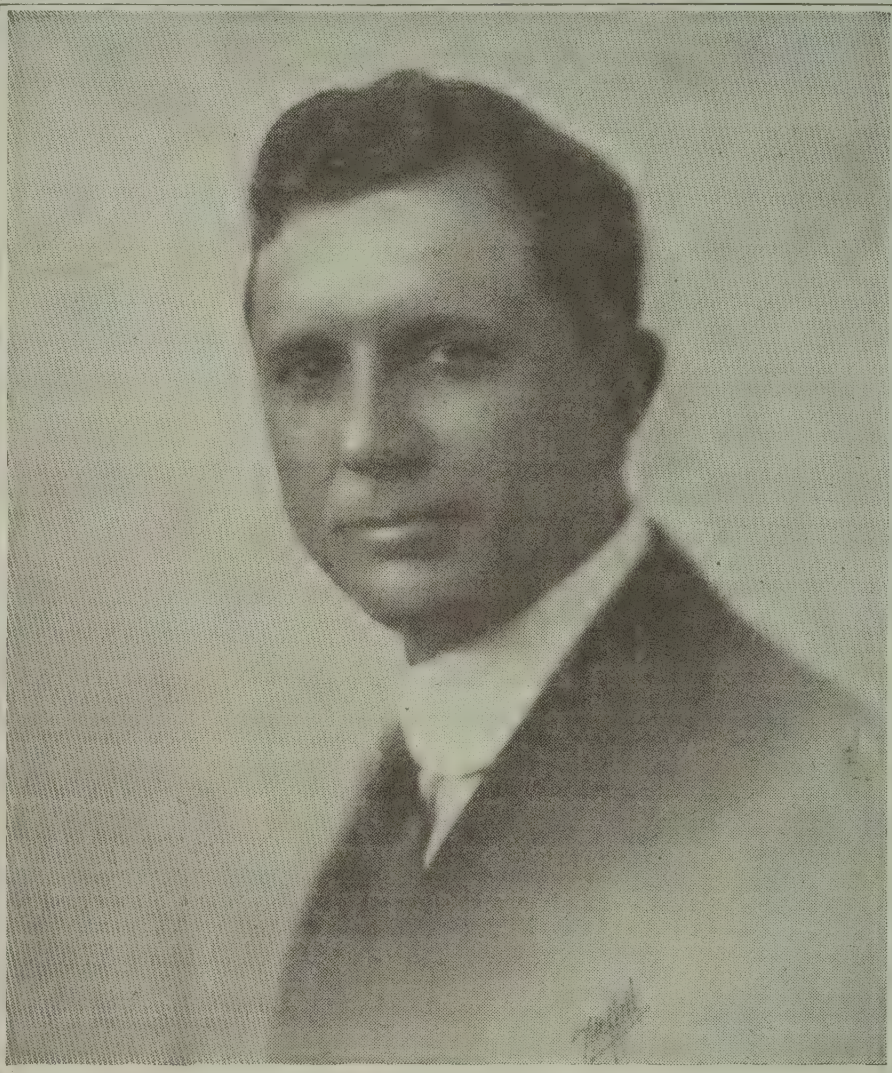
We help the mother to tend, treat, dress and train her baby or child. We outline money-making and money-saving plans to ambitious girls and women. The farmer's wife, the earnest church member, the club worker, the artistically inclined—every type and class receives practical aid, both in the magazine and by letter.

These sixteen advertisements have failed if they have not built up a picture of intense, varied, sympathetic effort to serve—an effort that could not be sustained if love went not with it—an effort, too, wherein we acknowledge as coadjutors in service the manufacturers whose worthy products are announced in our pages.

Sarah Field Splint Editor

Today's Magazine

[This is the seventeenth advertisement about TODAY'S editorial policy]



BUILDERS *of* AMERICAN BUSINESS

H. W. GOSSARD, PRESIDENT
OF THE H. W. GOSSARD COMPANY

"I find SYSTEM, a mighty helpful publication. The idea upon which it is built—that of giving wide distribution to the ideas and methods of successful business men—is undoubtedly worth while."

H. W. Gossard.

NUMBER XXXVI in the series of portraits of readers of SYSTEM

Portfolios, Routed by Mail, Act as Silent Salesmen

Side Lights on Manner of Presentation and Method of Arrangement

By S. C. Lambert

IF, by any chance, there should be a salesman mixed up with the advertisers who read PRINTERS' INK he will have a little laugh all by himself over the idea of any portfolio selling goods. "Think of it! A few sheets of paper in a leather cover doing my work!"

But the laugh is on him this trip, for in Chicago there is a concern that has built its business up by a "sales organization" of 20 "Silent Salesmen." True, that does not prove it couldn't have built up a bigger business with flesh-and-blood salesmen, but the fact remains that dependent on its portfolios and their accompanying follow-up letters, the business has grown from an idea in 1905 until to-day it claims to be the largest exclusive manufacturer of liquid soap in the world.

There is nothing new about the use of the portfolio in selling. Indeed, among the manufacturers of specialties, well-arranged sales portfolios have been the recognized method of working an "open" territory. A number of advertisers even go so far as to equip salesmen with portfolios covering the various phases of their proposition so that these may be left with a prospect for use in conferences, board meetings, or where the decision must be made by an inaccessible officer of the company.

The portfolio has made good in this branch of selling largely because it makes it possible to convey facts without danger of distorting them. In fact I know of one case where a well-arranged portfolio sold a $35,000 addressing equipment to a large life insurance company. The salesman saw only one factor in the sale, the portfolio "saw" the other nine men, all of whom had to be convinced before the sale could be consummated. And there must be hundreds of other instances that might be mentioned in justification of this important sales auxiliary. But, as is the case with a personal solicitation, much depends on the manner of presenting the arguments which the portfolio contains. They must convince, enthuse and secure action.

Because the "Silent Salesmen" of the Antiseptol Liquid Soap Company, the concern I have in mind, have been successful in doing this unaided, its use of the portfolio ought to be suggestive even to the big advertiser like the National Cash Register Company, which would use such a sales help merely as a supplement of personal solicitation. But there are others, especially technical manufacturers, who could use this method in its entirety. So I will show in detail how this liquid soap company operates its plan, reproducing some of the letters which accompany the portfolio.

August Voges, president and manager of the company, in explaining his plan, laid particular emphasis on the need of making the portfolio appeal to the business man it had to "call on."

A USE FOR FILLED ORDERS

"Take our 'Silent Salesman,'" said Mr. Voges, picking up a loose-leaf leather-bound portfolio. "The first thing that strikes a man as he opens it in a half-interested way is an original order for one barrel of soap from the General Electric Company. Below that are more original orders from such concerns as the National Lead Company, Carson, Pirie, Scott & Co., Sears, Roebuck & Co., New Jersey Zinc Company, Otis Elevator Company, International Harvester Company and the Pullman Company. These are all orders that came in and were filled

during 1914. They are obsolete as records, so we put them to work selling more soap. These original orders have a strong appeal, for there is nothing quite so interesting to a business man as a "bunch of orders"—and when you can get together 15 from big concerns and put them into one binder they have a strong testimonial value. As we are continually getting orders from these concerns, we have no difficulty in making up as many sets as needed. Of course we only use the orders that are letterhead size or smaller, as our portfolio is standard 8½ x 11-inch letterhead size."

KEEPING TRACK OF THE ORDERS

As I was talking to Mr. Voges the thought occurred to me that as these orders were records of more or less value, even though filled and taken from the transfer files, an embarrassing situation might arise if it were necessary to produce them on short notice. I asked what would happen in such a case.

"You will observe," Mr. Voges explained, "that there is a table of contents for each 'Salesman.' This lists all the material in that portfolio. Carbons of these tables are kept on file, so that it would be a simple matter to recover any order quickly. At the same time these lists of contents make it easy to check the books as they come back and be sure they are intact."

This stratagem of binding up obsolete orders serves the same purpose as colored charts and such devices used in other portfolios to "liven" up the contents and make them more appealing to the reader. Even without the other suplementary matter, these orders have strong selling value. But they are only a small item in the plan of the portfolio.

Following them is a handsome full-page color proof of the product in its container—a sanitary fountain which is installed over the wash-basin and upon which the whole selling plan of the company hinges. This shows exactly what you get, and takes the place of a sample. Then come testimonial letters by the score, mostly zinc reproductions of the original. Next are ten pages or so of multigraphed explanations about the product and the proposition, each page being broken up into brief paragraphs under such heads as "About Ourselves," "Sanitation," "Economy," "Service," "Contract Plan," etc. Finally several pages of figures showing the saving in specific instances where liquid soap was installed are worked in. As an extra precaution in case the prospect wants to know something not covered in the portfolio, a full set of the follow-up letters sent out by the concern is enclosed.

The portfolio is sent out to inquiries received from various sources, as, for instance, advertisements in publications which reach the manufacturer, with this letter:

GENTLEMEN:—

We are sending to you "Our Silent Salesman," silent, because he is both deaf and dumb.

He comes with—incontrovertible evidence!

Please give him a hearing and then send him home rejoicing.

Yours very truly,
ANTISEPTOL LIQUID SOAP CO.
J. H. BARKOWITZ,
Assistant Manager.

Inserted in the pocket of the portfolio is another letter giving prices, with two cards enclosed. One card is an order blank, while the other is a typewritten card all filled out and stamped ready to mail back. It acknowledges receipt of the portfolio and promises that you will return it within ten days. This little detail, Mr. Voges says, is quite important.

Two weeks are allowed to go by before the Salesman is followed up. If by that time he has not sent in an order, or reported back at the office for work elsewhere, this letter goes out:

GENTLEMEN:—

The father of "Our Silent Salesman" is greatly wondering what his son has done to merit your holding him—under duress.

He has apparently failed to make good.

Please return him to us.

We regret if he has failed to convince you. Yours very sincerely,
ANTISEPTOL LIQUID SOAP CO.
AUGUST VOGES,
President and Manager.

(*Continued on page 49*)

70% of The American Magazine's circulation is mailed direct to the home

The American Magazine has sought out and appealed to the American home.

This it has done consciously and consistently.

The efforts of the editors are focused on the American homes which are interested in good business, in good government—in progress of every kind. And which want this magazine because it keeps them in touch with the worthwhile things that are going on in the world.

And in turn the circulation department seconds these efforts.

The steady increase in the circulation of The American Magazine---it is now more than 450,000 NET---is a steady increase in the number of homes it serves. 70% of this circulation is subscription, mailed direct to the homes of the subscribers.

Advertising forms for the February issue---which will be on sale January 16th---close promptly on Wednesday, December 15th.

The American Magazine

LEE W. MAXWELL, Advertising Manager
381 Fourth Avenue, New York

JAMES D. FULTON, Western Advertising Manager
Tribune Building, Chicago

"Automobile Inquiries at $2.74 Per Inquiry"

A recent advertisement of an automobile selling at a little over $1000 (name on request) was inserted several times in five Chicago newspapers. The advertisement was only 120 agate lines, but its two insertions in The Chicago Daily News "produced replies from 27 persons" all interested in the immediate purchase of an automobile—at a cost per inquiry of $2.74. No booklet or catalog was offered in the advertisement.

The next lowest cost per inquiry was $5.16 for the leading morning paper. The cost per inquiry of the other two morning papers was $8.75 and $9.50 respectively, while the only other evening paper used besides The Daily News, produced inquiries at a cost of $21 per inquiry.

Does this indicate where you should advertise ***your*** automobiles?

THE CHICAGO DAILY NEWS

Over 400,000 daily

Two weeks later another letter goes out—although Mr. Voges told me that it was very seldom that the first reminder did not bring about the result. This letter speaks of the portfolio as a salesman:

LOST, STRAYED, or KIDNAPPED.
O. S. Salesman, when last seen in your vicinity wore flexible leather covers.
Not being able to respond to his name (being deaf) is plainly labeled with gold letters, "Our Silent Salesman."
Return him to, or advise, his worrying father,

AUGUST VOGES,
President and Manager,
Antiseptol Liquid Soap Co.

Should by any mischance this second letter fail in its purpose, the telephone or telegraph is resorted to, and so far all the portfolios put on the road have come home safe and sound, bringing back with them a healthy percentage of orders. When this method was put into operation on a large scale in 1913 the business of the company showed a 48 per cent increase with an advertising investment of only $1,800. When it is considered that the nature of the product enables the company to hold over 85 per cent of the customers brought in by its silent salesmen, some idea is obtained as to the low selling costs possible under this plan of selling. These figures were given me by Mr. Voges.

While it is true that the Antiseptol Liquid Soap Company is in a favorable position to depend on the mails for its business, and has a proposition that is well suited for a mail demonstration, the fact remains that in every business there are certain facts, letters and opportunities which, if properly handled, would make valuable sales ammunition. And what more practical and convenient method is there to present those data than in a neatly gotten up, letter-size leather portfolio?

Jordan Joins Woodward & Tiernan

Robert L. Jordan, formerly of the sales promotion department of the Chappelow Advertising Company, St. Louis, has joined the advertising agency of the Woodward & Tiernan Printing Company, St. Louis.

How Advertising Increases Engineering Efficiency

A. R. Maujer, Western advertising manager of *Power,* addressed the annual convention of the Ohio Society of Mechanical, Electrical and Steam Engineers recently in Zanesville. The subject of the address was "Advertising and Its Influence on Engineering," and it was illustrated with cuts and lantern slides contrasting present-day advertising copy with that of 25 years ago.

Mr. Maujer stated that through advertising new inventions are quickly brought into extensive use and the way paved for improvements upon them, or a still newer step in the march of progress. Hence, advertising greatly accelerates the rate of engineering advance. By constantly showing the advantages of employing new and more efficient methods and machinery, advertising serves to raise the general level of engineering efficiency.

English Decision on Use of the Name "Sardines"

The King's Bench Division of the High Court of Justice, London, has just handed down a final decision in the "Sardine case" which may prove of considerable importance as a precedent in this country. Briefly stated, the opinion holds that the name "Sardine" is properly applicable only to the kind of fish known as pilchards, and that the use of the name in connection with any other kind of immature fish—such as Norway sprats, for example—constitutes misbranding and unfair competition. The opinion in the case was written by Lord Reading, Chief Justice of Great Britain.

Its Object Attained, the Business Press Disbands

The Business Press, comprising a portion of the membership of the New York Trade Press Association which was admitted as a Department of the A. A. C. of W., has disbanded, following the adoption of Standards of Practice by the Federation of Trade Press Associations. The Federation expects to revise its constitution to conform with its action in having adopted the Standards of Practice and the necessity for a second organization of business papers has, as a consequence, ceased to exist.

Receiver for Newark Papers

A receiver has been appointed for the Newark, N. J., *Morning Eagle* and *Evening Star,* following the business failure of James Smith, Jr., the reputed owner of the publishing company.

Smart Is Western Manager of "House & Garden"

Sam Smart has been appointed Western manager of *House & Garden,* with headquarters in Chicago.

Photoplay
Unique A

PHOTOPLAY MAGAZINE has almost tripled its c culation during the past year.

It has done this without any artificial stimulus whatev without subscription solicitors, and without clubbing premium offers of any kind.

This remarkable growth has been NEWSSTAN GROWTH, exclusively.

What is the Answer?

The answer is that it is the recognized leader in a n and fertile field, a new interest that draws **13,000,000 peo** to moving picture theatres in the United States **every da**

The answer is that the photoplay appeal is one of t broadest that is served by any publication today. Mo people are interested in moving pictures than in politics any other topic, with the possible exception of the Europe war.

The answer is that millions of people want to know abo photoplays and photoplay stars.

Advanc

Beginning with A

Page	$200
One Half Page	100
One-Fourth Page	50

Less than one-fourth page One Dollar a Line.

PHOTOPLAY MAG

Magazine's
hievement

AND if you want to know who goes to moving picture theatres ask your friends if they go, and watch the ine of automobiles drawn up in front of the moving picture heatres in your city or town. If you want to know who oes, consult the census report. Everybody goes.

How was this remarkable growth in circulation achieved?

Simple.

By the production of a magazine that people want—a nagazine that is editorially and mechanically appealing— magazine they walk up to the newsstand for every month nd pay fifteen cents for.

What will Photoplay Magazine do in the next year? he publishers are confident that it will at least repeat the ecord of 1915.

If you are not familiar with it, buy a copy at your news-tand and ask the newsdealer what it is doing. Or write or a specimen copy, we would be glad to send it to you.

In view of these facts Photoplay Magazine is the best dvertising buy now offered American advertisers.

n Rates

Closing Feb. 12.

250,000 circulation guaranteed (Audit Bureau of Circu-tions).

Bonafide orders will be accepted up to Feb. 12th at ne old rate, $150 a page. No reservation orders accepted.

NE, 350 N. CLARK STREET, CHICAGO
171 MADISON AVENUE, NEW YORK

A. A. C. of W. Appeal to the Federal Trade Commission

Willingness Indicated by Chairman Davies to Have Concrete Cases Brought Before Commission

Special Washington Correspondence

THE Vigilance Committee, of the Associated Advertising Clubs of the World will, in the immediate future, file with the Federal Trade Commission complaints against specific advertisers, charged with responsibility for alleged deceptive or dishonest advertising. It will be a means to the end of inducing the Trade Commission to take cognizance of the claim of the A. A. C. that dishonest advertising constitutes one form of unfair competition—the commission being charged by law with the duty of preventing "unfair competition."

This decision on the part of the international advertising organization was the outcome of a public hearing of two hours' duration held at Washington on November 23, and in the course of which the full membership of the Trade Commission listened to arguments for a Federal curb on dishonest advertising set forth by Herbert S. Houston, president of the A. A. C. of W.; James Keeley, of the Chicago *Herald;* Executive Secretary H. I. Kenner, of the National Vigilance Committee of the A. A. C. of W.; Wm. H. Ingersoll, chairman of the National Commission of the A. A. C. of W.; E. T. Meredith, of the National Executive Committee, and Charles H. Porter, president of the Chicago Advertising Association. Several of the speakers promised to file with the commission data in elaboration of their statements.

Mr. Houston, vice-president of Doubleday, Page & Co., opened the presentation on behalf of the associated clubs with a comprehensive review of what the clubs have attempted to do in the ten years since the organization came into existence. He laid emphasis on the fact that the association has sought in a practical way to accomplish reforms, and cited in evidence the adoption in 32 States of the model statute. President Houston explained that the statute takes its name from PRINTERS' INK, referred to by the speaker as "our great trade-organ in the advertising and publishing field."

The work of the National Vigilance Committee, and of the one hundred local committees in commercial centers, was outlined, and in proof of the fact that this is not an "academic enterprise," Mr. Houston recalled that the committees had handled over 900 cases last year. "But we have now reached the point," he explained, "where we want the Government to help accomplish our ends." National as well as local advertising must be regulated, he pointed out, adding: "Many times the question has come up of our inability to proceed because of Federal limitations. In order to make our work effective for business men and for consumers we want to submit definite cases that are infractions of the law and that you can take cognizance of. I hope we can have a statement of the willingness and even desire of the commission to have such cases submitted." It was in answer to this portion of Mr. Houston's remarks that President Davies, of the commission, later indicated the willingness of the Federal body to consider concrete complaints.

The keynote of President Houston's remarks was the declaration that the A. A. C. of W., via its Vigilance Committee, is the "natural ally" of the Federal Trade Commission.

"The spoken lie is private. The printed lie is public," and again, "There are no white lies in print; all printed lies are black," said James Keeley of the Chicago *Herald* in defining dishonest ad-

vertising in a speech bristling with epigrams. Mr. Keeley suggested for the Federal Trade Commission in its supervision of advertising a procedure similar to that followed by the Interstate Commerce Commission whereby members are designated to investigate specific cases and hold hearings, with or without expert assistance. Mr. Keeley read extracts from letters endorsing the idea of having the Federal Trade Commission take hold of the advertising situation, from leading advertising agents, including William S. Power, of Power, Alexander & Jenkins of Detroit; E. E. Critchfield, of the Taylor-Critchfield-Clague Co. of Chicago; Ingalls Kimball, of the Cheltenham Advertising Agency, New York; C. D. Raymond and Arnold Jones, of J. Walter Thompson Company; Joseph Finn, of Nichols-Finn Advertising Co.; John Lee Mahin, of Mahin Advertising Co., Chicago; Arnold W. Joerns, of Chicago; Hugh McAtamney, of Hugh McAtamney & Co., New York; A. W. Erickson, of the Erickson Company, New York; Carl M. Green, of the Carl M. Green Company of Detroit; H. E. Lesan, of the H. E. Lesan Advertising Agency, New York; Mr. Metzger, of Hanff-Metzger, Inc., New York; B. J. Mullaney, of the Johnson Advertising Corporation, Chicago, and E. T. Gundlach, of the Gundlach Advertising Company of Chicago.

FUNDS TO PROMOTE THE CAUSE

H. I. Kenner, executive secretary of the National Vigilance Committee, came from Indianapolis primed with a mass of evidence relating to specific cases of dishonest advertising handled by the Committee within the past few months or now pending. He also referred to the great value of the PRINTERS' INK statute as a preventive factor and cited a number of cases where the organization had accomplished reforms by moral suasion, inducing advertisers to correct voluntarily misstatements in catalogues and other advertising matter. He ventured the prediction that not less than $100,000 will be expended by American business men this year in an effort to eliminate dishonest advertising.

Not only as chairman of the National Commission did Wm. H. Ingersoll appear, but likewise as spokesman for the Association of Retail Advertisers, the Quoin Club, the National Association of Specialty Manufacturers, the Poster Advertisers Association and the Agricultural Publishers. He related at some length the more recent experiences of the marketers of the Ingersoll watch with concerns that make use of the dollar watch as a leader in deceptive advertising.

E. T. Meredith, of Des Moines, made a forceful though brief address in support of his contention that if advertising is competition and if dishonesty is unfair there can be no question but what dishonest advertising is unfair competition. "Advertising," said Mr. Meredith, "is as much a factor in business as communication by telegraph, telephone and the mails, and as shipping facilities by the railroad. Anything that weakens any one of those factors in the minds of business men is a bad thing and warrants the attention of the Government or of individuals interested in the betterment of business. If we cripple our railroads and make them only 75 per cent efficient, all will agree that will be a bad thing. Now, if dishonest advertising cripples advertising and makes it only 75 per cent efficient, that is a bad situation again." Mr. Meredith made a plea for immediate action by the Federal Trade Commission rather than a delay of six or eight months devoted to hearings.

Charles H. Porter, representing the Agents Association as well as the Chicago Advertising Association, closed the hearing with an address in which he made it clear that advertising men would welcome from the Trade Commission a ruling to the effect that "if advertising sells goods then dishonest advertising is obtaining money under false representation."

Vast Loss to Advertising in Copy Speculation

The Advertisers Are Responsible and They Alone Can Reduce the Waste

By R. O. Eastman

"PLAY the red! Play the red!" someone shouts excitedly.

"All down!" the croupier announces quietly. The wheel spins and the little ivory ball whirrs in the opposite direction. The eager group waits breathlessly.

There's a plunger with a stack of "markers" on the 36. Here's a studious fellow with a "system" who carefully places his chips, one or two at a time, on the lines and intersections. There are a dozen or two small stacks on the red and black, and down at the end of the board is a piker who is faithfully confining his efforts to the dozens and the halves.

All eyes watch the wheel. The ball strikes its edge and is thrown back, does the same thing once or twice more and finally lodges securely in one of the little niches.

"Two, black," cries the croupier, "and nobody there."

And the game goes on.

This, ladies and gentlemen, is the roulette wheel of advertising, and if you have ever dallied in your foolish moments with the dark green table behind the swinging doors, with its red and black checkerboard, its fascinating wheel and dazzling ivory, you will not need to have its operations explained. For it works every whit the same way—yet not exactly the same either, for it differs in one interesting and rather vital respect—the banker always loses.

The banker is the national advertiser and the bank is the national advertising appropriation, some $600,000,000 strong, if we may depend upon the somewhat variable statistics, so there is no danger of breaking it no matter how reckless the play.

What, then, are the stakes, and who are the players? Well, the stakes consist in speculative copy, mainly "art work," and the players are, naturally, those who do the speculating. They are lithographers, advertising agencies, the bill posting and bulletin people, and some others. The lithographers are perhaps the greatest plungers, but the others all help to keep the wheel going around.

Every year a respectable fortune is utterly wasted in this play. Respectable even to advertising men who are accustomed to speaking lightly about hundred thousand dollar appropriations, and with no great deference regarding millions. To estimate the amount of speculative designs produced in a year at $100,000 would be a great deal too low; to say it were ten times as much would perhaps be extravagant. But it would seem to be entirely within reason to calculate that the volume of speculative designs produced in a year will reach $500,000. The estimate, if anything, is conservative, for a single good-sized lithographer will spend, say, $25,000 a year for speculative designs, and count it low, at that.

ADVERTISER PAYS

Economists tell us that all gambling is wasteful, even though some must win when others lose, but the half million or more that is staked on the roulette wheel of advertising is sheer waste. And in the long run the advertiser has to pay for this waste, for its cost can only be absorbed in the overhead of the lithographer or advertising agency or contractor who produces the designs. The customer pays the overhead, and thus the banker is obliged to stake his players.

And indeed it is only fair that this cost should be borne, in the last analysis, by the advertiser, for he is primarily responsible for the conditions which make this

wasteful practice possible, or, it might almost be said, necessary. It is always easier to point out an evil than to determine the remedy; to diagnose symptoms than to prescribe the necessary course of treatment. It is clear that this method of gambling on art work is wasteful and costly. But as long as the national advertiser opens his doors to this evil and his purse to the expense which it incurs, just so long will it continue.

Some say that the principal reason for this speculative streak in the advertising business is that the national advertiser does not know what he does want, nor, in fact, when he wants it. The lithographer or agency has to take a chance, and sometimes it is a long chance.

"I am in the market for a window display," the advertiser says, and 20 lithographers get busy. When the time comes to make a selection, the advertiser has from one to a dozen suggestions from each of the 20, ranging in cost, perhaps, from ten cents to ten dollars a set. Ninety per cent of the offerings are immediately set down as junk, and as promptly discarded. But they all cost money. And the reason they are junk is that the lithographer was taking a wild chance shot at the proposition without any definite knowledge as to what the advertiser was driving at.

The remaining ten per cent of submitted designs consist of the more costly and more carefully prepared designs—some of them, in fact, are retained for further consideration for no other merit than that they apparently were "put up in fine shape." At last a definite selection is made and then, ten chances to one, the subject had to be revised and re-revised before it reaches a point where the real work can be actually begun.

"And then," said a lithographer to me the other day, pursuing the proposition a little farther than the realm of this particular discussion, "we encounter the problem of delivery. Nine times out of ten the advertiser does not get started until the last moment, and everything is in a rush. The lithographer or printer, in order to stand any chance of getting the job, has to make promises as to quick delivery which are almost impossible to fulfil. He has to go as far as his conscience will let him, and finally his conscience is likely to become quite elastic. It has reached a point now where printers and lithographers are seldom expected to live up to their promises on delivery because they seldom do, and accordingly the experienced customer no longer expects the goods delivered when they are promised. If advertisers would make their plans sufficiently in advance to allow for all the necessary delays and then a sufficient time for good work, the quality of the material they received would be greatly improved and the lithographers and printers could lead honest lives and live up to their promises."

PROFITLESS COMPETITION FOR BUSINESS

The lithographers themselves have no remedy for the evil of speculation as it applies to their particular field. In order to stay in business they must play the game. They cannot get together and agree not to submit speculative designs to advertisers, first because they cannot get together and agree on anything of consequence, and second because their creative departments are essential after all. It is not so much the principle of speculative copy which is to be deplored as the tremendous volume of unproductive, profitless and wasteful speculation which the present system encourages.

The advertiser, on the other hand, can do a great deal to cut down the waste which he and his fellow-advertisers are paying for if he will school himself to do three things. First, take the lithographers or other contractors into his confidence and discuss with them his plans and the purposes of his advertising before sketches and designs are made. Second, limit the competition to not more than five or six reliable houses. Third, make his plans

sufficiently in advance to allow sufficient time for intelligent competition for the job and for satisfactory and economical work after the contract is awarded. Ask any lithographer how much such co-operation on the part of his customers would mean to him and you will see his face light up, then he will smile sadly and say, "No, the millennium has not yet arrived."

Speculation on copy and designs on the part of advertising agencies in their solicitation of new accounts is a horse of quite another color. It is quite vigorously contended by a great many that that is no way for an advertising agency to go after an account in the first place. But whether such a form of solicitation is sound or "ethical" is a question which does not particularly concern us in this discussion. The fact remains that it is being done and that dozens of sizable accounts are "swung" every year on the strength of the copy that the agency is able to show the advertiser. If we could know the amount of money expended each year by advertising agencies on speculative copy for prospective customers, it would doubtless be an astonishing total. And here again, the remedy is entirely in the hands of the advertiser. Just so long as advertisers who contemplate changing agencies continue to ask the agencies to "Show us what you can do for us," instead of "Show us what you have done for your other customers," just so long will there be advertising agencies which will follow the line of least resistance and solicit their accounts on the strength of the attractive copy they are able to present. And at the same time, every time an account is so solicited and so secured, it will tend to strengthen the already too strong conviction on the part of many advertisers that "all an agency does to earn its ten or fifteeen per cent is to prepare copy and place it, at any rate."

Copy speculation is an indirect tax on the national advertising appropriation. As nearly as we can estimate, it is probably a tax of something like one per cent—too much! The reason that it is paid so uncomplainingly is that it is indirect. We never complain very much about the internal revenue on tobacco and goods that are bottled in bond, but we let out an awful yelp when we have to send our annual check to the city treasurer. It is a tax which should be greatly reduced, but if it ever should be, it is the national advertiser and him alone who must reduce it.

Dismissal of Ford Suit to Maintain Price

An entry has been made in the United States District Court at Cincinnati dismissing the suit of the Ford Motor Company against the Union Motor Sales Company of Dayton, at the cost of the complainant. The dismissal was made in accordance with the decree handed down last December holding the Ford Company's attempt to maintain the resale price of its car in the hands of its agents to be illegal under the contract involved.

Ford Tractor Company to Be "Henry Ford & Son"

Henry Ford's tractor enterprise is to be conducted under the name of Henry Ford & Son, according to report. Mr. Ford and his son, Edsel, will be the only stockholders, though the workmen employed and the purchasers of the new farm tractors will also share in the profits of the company, along the lines developed by the Ford Motor Company.

A. W. Sherer Joins Curtis Organization

Albert W. Sherer, who for five and one-half years has been associated with Guy Pierce in the Western office of the Associated Sunday Magazines, has joined the staff of the Chicago office of the Curtis Publishing Company and will represent the *Saturday Evening Post* in the Western field.

Appointed Secretary Trade Press Association

The directors of the New York Trade Press Association have appointed as secretary, George Slate, of the *Boiler Maker,* New York.

B. G. Oman with "Costume Royal"

B. G. Oman, formerly with *Harper's Bazar*, is now on the advertising staff of *Costume Royal.*

Prosperous Philadelphia

Active, prosperous Philadelphia has never been busier. Mills and factories are crowded to capacity —skilled labor is at a premium—the workers' payroll is nearly a million dollars a day.

Colossal industry is creating enormous wealth—and the most of it is going into Philadelphia's 365,000 homes to satisfy the needs and inclinations of a permanent, non-transient citizenry.

PUBLIC LEDGER–EVENING LEDGER

are the home papers of 160,000 Philadelphia families—160,000 families whose income is above the average and who demand certain qualities in their newspapers that only the LEDGERS provide.

Prosperous Philadelphia

"To Be, Not To Seem" is the predominant note of Philadelphia. There is a solidity to its civic "poise" which stands for advancement, ambition, home building and the acquisition of the comforts and luxuries demanded by industrious, life-enjoying people.

"To Be, Not To Seem"

is the predominant tone of the PUBLIC LEDGER–EVENING LEDGER. They *are*, in every sense, the best mediums through which to reach Philadelphia's strongest buying power—the great army of families with better-than-average incomes, finer-than-average homes and greater-than-average wants. 160,000 families read the LEDGERS and, almost without exception, their buying power is above the average.

Prosperous Philadelphia

Philadelphia—in number of great banks, gigantic mercantile and manufacturing establishments, and in the earnings and savings of its people—stands pre-eminent among cities.

Robert Morris and Philadelphia bankers financed the Revolution — The Bank of North America, founded 1781, is America's oldest bank. Philadelphia established the first savings society — the Philadelphia Savings Fund—in 1816. Philadelphia has been among the foremost in financing the United States, industrially and nationally.

The Bank of North America

Philadelphia's wealth is fabulous. Skilled laborers alone earn $500,000 daily—and increase their savings $30,000 each day.

The enormous earnings of owners and executives are hard to estimate, but the buying power of their pocket books is promoting great civic improvement in Philadelphia. New subways, new homes, new stores, new industries, are making Philadelphia one of the best sales territories anywhere for national advertisers.

PUBLIC LEDGER–EVENING LEDGER

reach the homes of greatest financial stability — morning and evening. The PUBLIC LEDGER *is the only two-cent paper in Philadelphia, and read chiefly by those who can better afford to pay two cents for their paper than most people who pay one cent for theirs.*

Prosperous Philadelphia

PHILADELPHIA IS THE WORLD'S GREATEST WORKSHOP

Philadelphia, with one-sixtieth of the population, produces one twenty-seventh of all goods made in the United States. Philadelphia is supreme in American manufacturing, because—

1. Philadelphia adds more value to raw material in course of manufacture than does any other city.
2. Philadelphia has more manufacturing plants employing 500 and upward than any other city.
3. Philadelphia sells more articles of world-wide reputation on a basis of quality instead of price than does any other city.
4. Philadelphia industries are more liberally capitalized (by paid-in capital) by from 30 to 50 per cent than those of any other city, thus enabling them to buy and sell to better advantage and to pay better wages.

Disston Saw Works

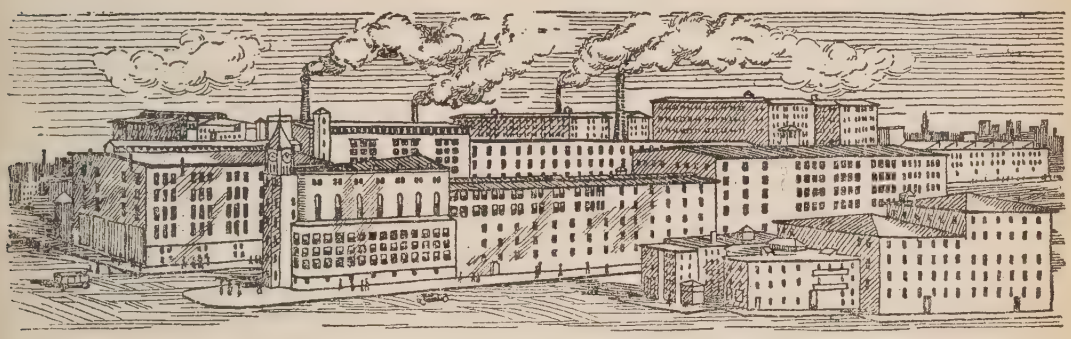
Philadelphia manufactures 211 of the 264 products made in America. It is the textile center of the United States.

PUBLIC LEDGER–EVENING LEDGER

are the family papers of practically all of the men who own and direct these industries—the men whose families are the best dressed, best housed and best provided-for in this city of tremendous resources.

Prosperous Philadelphia

Philadelphia leads every other city in value of its manufacture of textiles, carpets, rugs, leather, hosiery, knit goods, woolen goods, locomotives, steel railway cars, iron and steel ships, felt hats, saws, upholstery goods, oil cloth, and many lesser articles.



The Stetson Hat Plant

Six years ago, the census stated that 8379 manufacturing plants operated on the factory system in Philadelphia. Unofficial figures have increased this total to well over 9000. Capital invested is $700,000,000—the annual value of products is over a billion.

New mergers—greater industries—are sweeping Philadelphia manufacturing upward. Recently, the great Midvale Steel activity has promised to make Philadelphia a substantial rival of the world's steel center. Enormous new plants are flanking the outskirts of the city. New capital invested — new leaders, more executives, are here to purchase equipment for their plants, equipment for their homes and for their living necessities and luxuries.

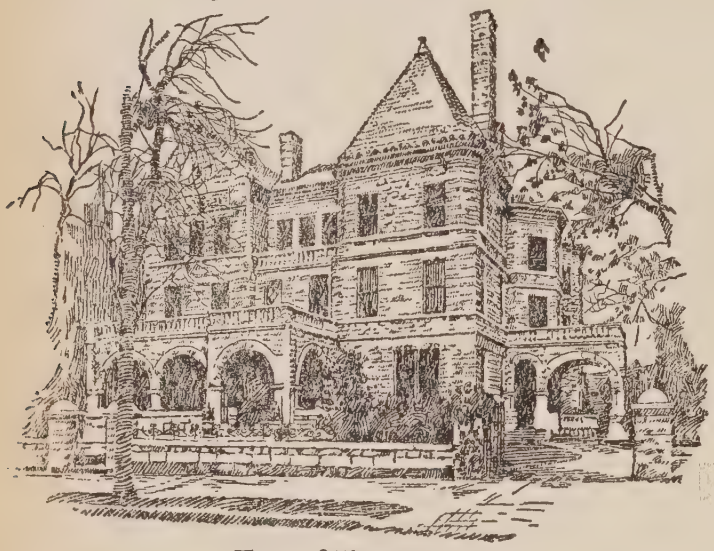
PUBLIC LEDGER–EVENING LEDGER

is the advertiser's direct avenue into the homes of the owners and leaders of Philadelphia's manufactories. And the road is smooth—the LEDGERS *have the full confidence of their readers because the* LEDGERS *are the dominating journalistic influence of Philadelphia.*

Prosperous Philadelphia

HOW PHILADELPHIA SPENDS

Philadelphia has more homes and home owners than any other city in America. Philadelphia's homes have always been famous—and they are increasing, block upon block at a time.



Type of Finer Residence

Its homes are better kept, occupy more space, receive more attention from owners than elsewhere—365,000 separate dwellings in Philadelphia and a great percentage of them owned. Philadelphia occupies more ground area than Boston, Cleveland and Baltimore. And Philadelphia homes are as well kept as they are numerous.

Some of the 100,000 Three-Story Houses

PUBLIC LEDGER–EVENING LEDGER

offer national advertisers a straight route into the money-spending conferences of Philadelphia's most prosperous families.

Prosperous Philadelphia

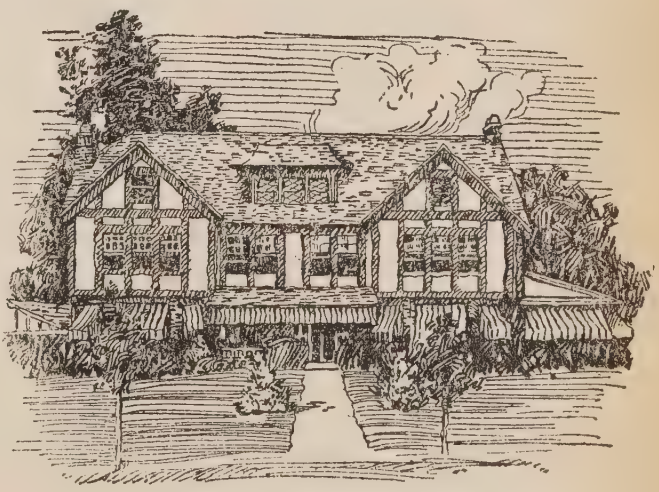
HOW PERMANENCE HELPS THE ADVERTISER

Prominent among Philadelphia's characteristics is permanence of population.

Over 200,000 Two-Story Houses

Many Philadelphians own their homes—and take pride in maintaining them in the highest degree of good living.

Not only does this apply to the "show places" of Philadelphia—the wealthy suburbs and great estates—but to a great many solid-income homes—the homes of families whose finances are stable and more than sufficient to permit the comforts and luxuries of prosperity.



In Philadelphia's Suburbs

It is just this mass of better-than-average homes that daily receive

PUBLIC LEDGER – EVENING LEDGER

In family circles, the papers are read by ALL the family, because they contain real interest for every one. Advertisers avoid waste in circulation because there is ALWAYS AT LEAST ONE to be interested in their product.

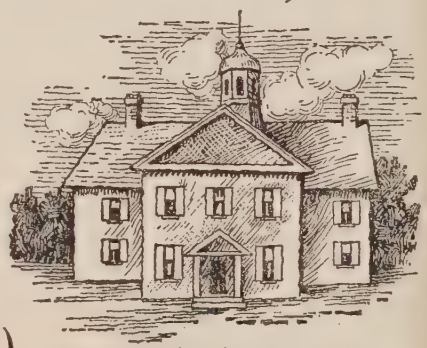
Prosperous Philadelphia

PHILADELPHIA HAS LED AND STILL LEADS PROGRESS

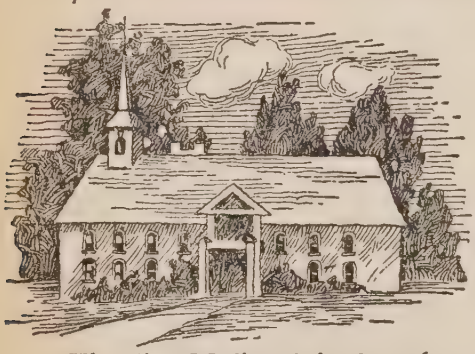
Philadelphia has not been built in a day, but from the first, Philadelphia has led in progress.

First Public School, 1689

Before 1700, Philadelphia had the first city park (1682), the first printing press (1685) and the first public school (1689) in America. From 1700 to 1800 Philadelphia first gave to this country the public library (1731), type foundry (1796), bible (1743), school of medicine (1765), banking institution (1781) and stock exchange (1746).

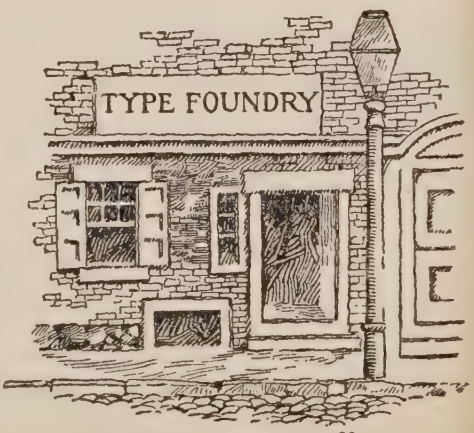


First Public Library, 1731



The First Medical School, 1765

America's first mint, gas light, water works, Federal Navy Yard, Academy of Fine Arts, Savings Fund Society, penny paper, locomotive, public high school and bourse are products of Philadelphia. The Bourse is still the only bourse in America and the largest in the world. The LEDGER building was the first newspaper office building to be erected in this country.



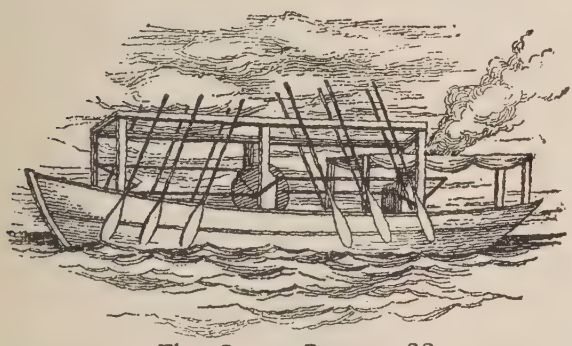
First Type Foundry, 1796

Prosperous Philadelphia

Philadelphia's firsts have been accompanied by the other developments that keep it in the van of America's prosperous cities. Philadelphia is building now more rapidly than ever before. In the last thirty years it has nearly doubled the building operations of the first two hundred.

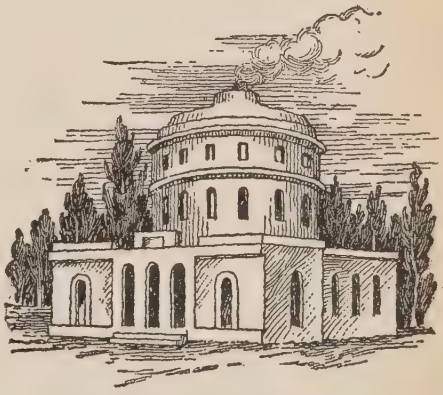
First Stock Exchange, 1746

Every year sees the completion of magnificent new buildings, new homes, new plants, new office blocks — it has only been a month since the Widener Building was added to the city's structures.



First Steam Boat, 1788

And Philadelphia is the buying center for one of the most prosperous areas of America. Southeastern Pennsylvania and its adjacent territory, in point of wealth of soil and manufactories, is well to the front of America.



First Water Works, 1799

PUBLIC LEDGER–EVENING LEDGER

is a dominating force for national advertisers, because it is recognized as the first journal of the leaders and makers of Philadelphia's progress.

PHILADELPHIA IS A RICH FIELD FOR NATIONAL ADVERTISERS

"Prosperous" Philadelphia has never so richly deserved its name. Gigantic industry is pouring out commodities and supplies for all the world. In return, a golden stream is flowing into Philadelphia's pockets, and much of it will flow out again to improve Philadelphia's families and homes.

The PUBLIC LEDGER is Philadelphia's only two-cent newspaper.

60,000 families read it daily
115,000 families read it Sunday

Its appeal is that of the leader—its tremendous power for advertisers results from its intense interest for readers. Because it is directed largely to those people who have better-than-average incomes, it reaches the highest class of buying power. "Highest" does not mean simply wealthiest, but solid, substantial pocketbooks of all sizes.

Prosperous Philadelphia

The EVENING LEDGER

in a little over a year has developed a circulation of over 100,000 copies. It has filled the demand for an evening paper of LEDGER qualities. Its circulation growth has been phenomenal—and unequalled in newspaper circulation annals. And its growth has been substantial because it has not been pushed by premium campaigns or any devices to gain temporary circulation.

PUBLIC LEDGER–EVENING LEDGER

circulation, summed up, is a family circulation in the homes of Philadelphians who have money to spend. It is a circulation that centers entirely in Philadelphia's strongest buying power—and avoids waste for the advertiser.

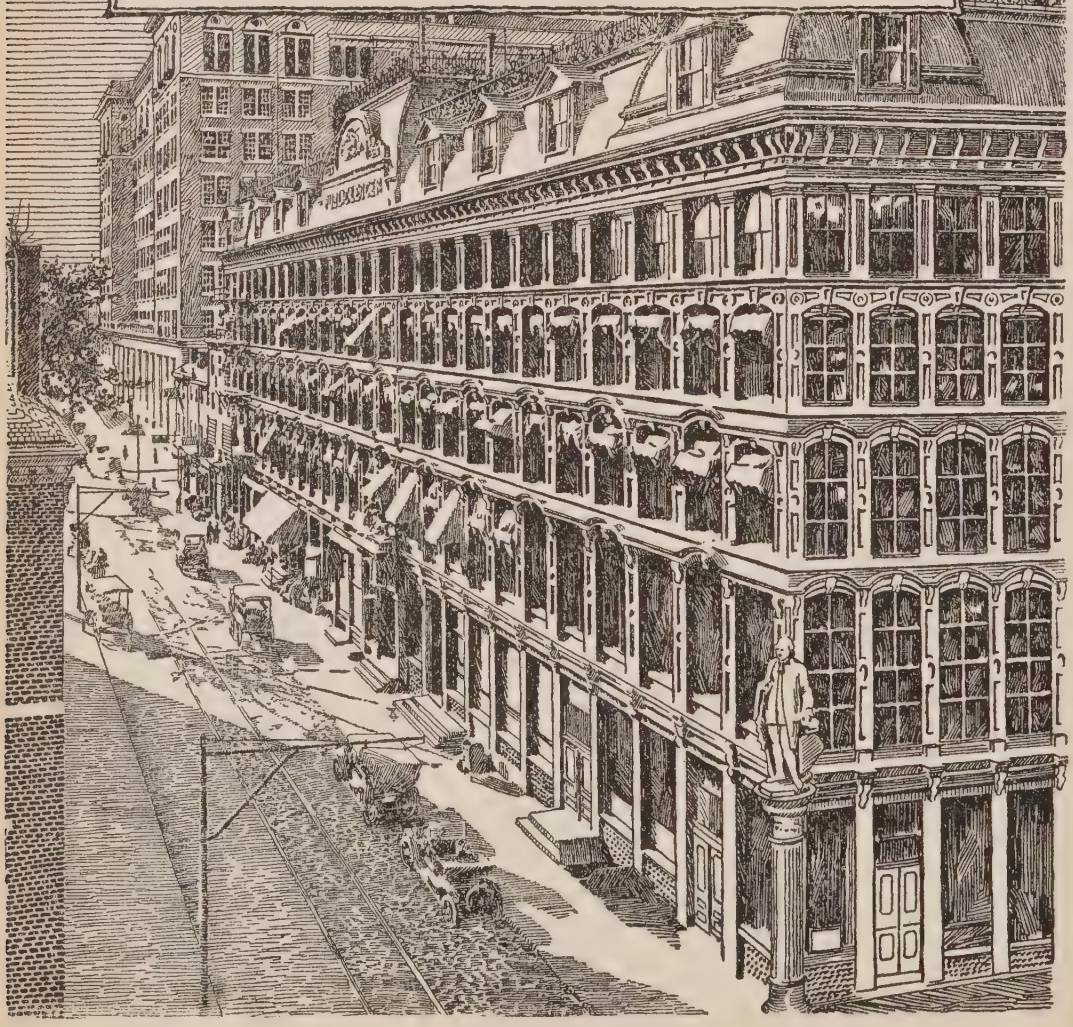
No advertiser with merchandise of merit can afford to overlook this rich territory today. Intensive cultivation of the field at this time inevitably must bring results.

Philadelphians have money to spend, and the most profitable route to their pocketbooks is through the intensive circulations of the two LEDGERS.

The combination rate for the two LEDGERS is twenty-five cents a line—a remarkable value for the advertiser.

More national advertisers used the PUBLIC LEDGER–EVENING LEDGER combination in October than in any previous month. And the average daily net paid circulation for the month–(100,608) EVENING LEDGER–(60,000) PUBLIC LEDGER–is the greatest that this combination has ever offered.

PUBLIC LEDGER-EVENING LEDGER
INDEPENDENCE SQUARE
PHILADELPHIA



The Plan That Got "Red Riding Hood" Shoes into Big Stores

The Experience of a Southern Manufacturer Who Invaded the Strongholds of the North

By R. Winston Harvey

Advertising Manager, Craddock-Terry Company, Lynchburg, Va.

PRINTERS' INK has asked me to tell its readers how we got our line of Red Riding Hood children's shoes into the big stores of the larger cities of the country.

The story cannot be told in a word or summarized in a paragraph. We had a plan, and stuck to it. If we failed with one big store, we turned to another in the same city, and thus by playing on the peculiarity of our line and the specially planned advertising to go with the line we bit by bit secured footholds in one coveted center after another.

The stores we have sold in some of the leading cities are:

New York City: Cammeyer, Greenhut Co. (for future shipment), Gimbel Bros., S. Blyn & Sons, Franklin Simon Co.

Boston: R. H. White & Co. (future shipment), Jordan Marsh & Co.

Philadelphia—Gimbel Brothers, S. Dalsheimer.

Chicago: Mandel Brothers.

Pittsburgh: K. Solomon & Co., Boggs & Buhl.

Cleveland: The Bailey Co., Hanan & Son.

Detroit: Elliott-Taylor - Woolfenden Co.

St. Louis: Famous-Barr Company.

Minneapolis: The Dayton Company, The Schuler Shoe Co.

Omaha: The Nebraska Clothing Co.

Washington: Ro. Berberich Sons, Jos. Strasburger & Co.

Springfield: Benj. Guralnik.

Peoria: Myers & Myers, E. Kepler.

Des Moines: Kelly Shoe Co., Walk-Over Boot Shop.

Rochester: Jas. F. Olmsted, E. J. Esser.

Syracuse: Chappell-Dyer Co.

Providence: F. E. Ballou Co.

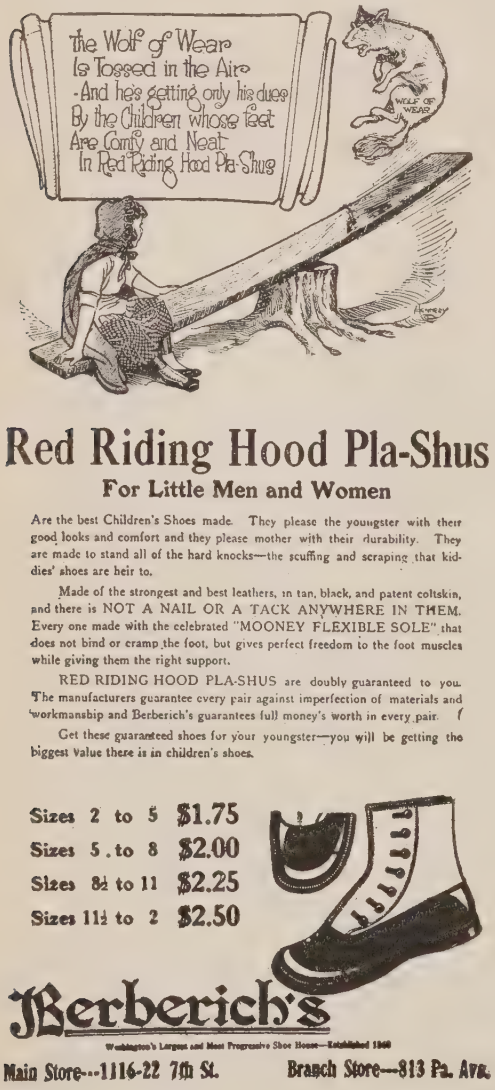
In July, 1914, we began the manufacture of a unique line of children's shoes—unique in that they were a little different from anything ever previously shown the trade. This line, in addition to having unusual talking points from a manufacturing standpoint, was distinctively named. Pardon a little history of the product itself.

NEWSPAPER COPY OVER THE SIGNATURE OF THE LOCAL DEALER

This shoe, which we named "Red Riding Hood," is made without a tack or nail, and no threads on the interior to irritate the child's foot. It is not a welt, a turn, or a stitchdown, but made under a process all our own, rendering the shoe soft and flexible, and prac-

tically noiseless, with exceptional wearing qualities. Built on a scientific footform last, it is made only in one style, three widths and four leathers. So, you see, we had an unusual proposition to begin with in the shoe itself. But, to offset this, we had to contend with a natural prejudice on the part of buyers against ordering from a Southern concern, located in a much smaller city.

The shoe perfected, the name chosen, we were ready for business. Samples were put in the



THE NAME OF THE BRAND IS PROMINENTLY DISPLAYED BY DEALERS

hands of all of our regular men in their respective territories throughout the South. But this was not enough—we felt that we had a proposition that, if we could get the attention of the large buyers in the large cities, would appeal to them. Then came along the question of "How?"

We fully realized the prejudice in the larger Northern and Western cities against buying from a Southern manufacturer. Thus we concluded that it would be a waste of money and effort to undertake an educational campaign through direct advertising—we must get a sample of the goods before their eyes! And, in the meantime, these buyers should be beginning to know something about this proposition in some manner other than through a salesman—that is, the way for the salesman's entrance must be paved.

THE PLAN THAT BROUGHT RESULTS

Here's our reasoning. In the larger stores in the metropolitan cities, each department is in charge of a department head. It is *his* business to make that department pay, and in order to do it, he must keep abreast of the times by a close reading of the periodicals that have to do with his particular department. Thus, we picked out some of the best shoe-trade journals—publications that we felt (and are now satisfied) were read by just the men we wanted to reach. We started out with a double-page spread announcing the "Red Riding Hood" shoe for boys and girls, and followed this every other week with page ads. This has been continued from August, 1914, until the present time, with the exception of a short summer period.

In this trade-paper advertising we built our arguments upon three points. First, the newness and salability of the shoes; second, the big possibilities for development of this line; and third, the small amount of capital it would require to equip a shoe department with these goods in order to do a large volume.

Our next step was to pick from our force of traveling men one of the very best we had. This man was equipped with this line only, carrying with him a limited line of samples—something like a dozen or more—and simultaneously with the advent of the

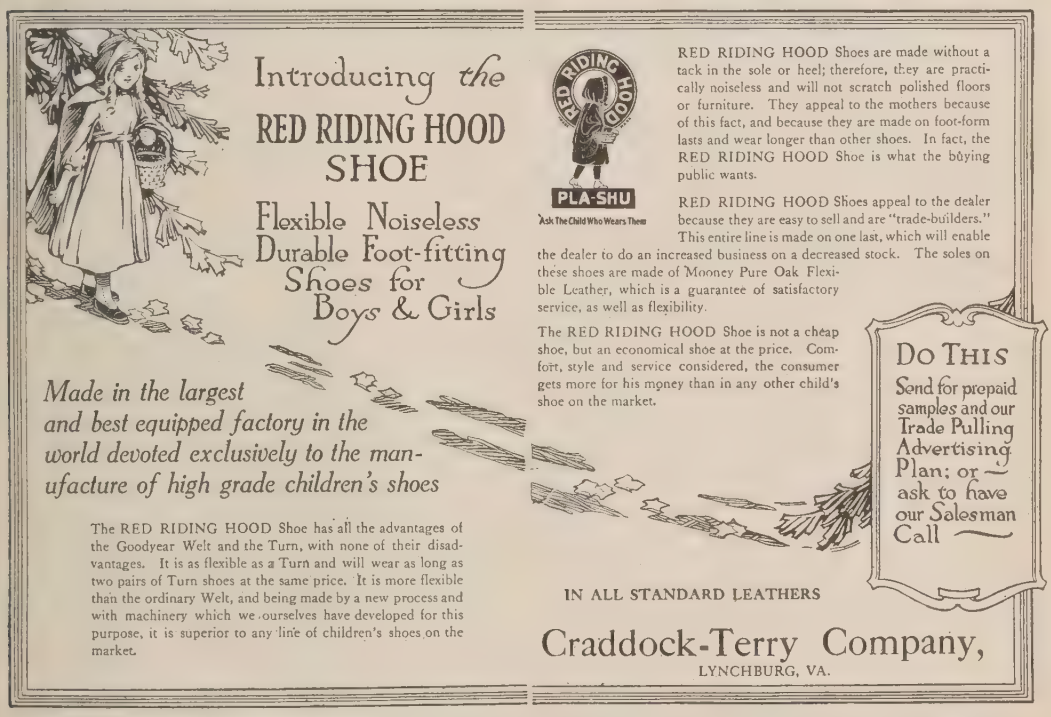
advertising, he started out to visit the large department stores and exclusive shoe stores in the large cities in the East.

DIFFICULTIES FOR THE SALESMAN

In this proposition, we had no special towns, and no special customers picked out—we had done no direct advertising to stimulate interest in advance of the salesman—but he left the office full of his proposition, intending to work the cities just as he came to them. Richmond, Va., was his first stop, where he secured a good order from the most exclusive shoe store there—it was easy—but as he worked his way up through the District, Maryland, Pennsylvania, New Jersey and on to New York City, he struck one snag right after another, but always turning in a satisfactory amount of business.

Time and time again he was confronted with this natural prejudice about which I have spoken, and in a number of cases, he was told that he could get an order if the trade-mark were left off the shoes—and told this by big concerns. I remember one case in particular where one of the salesmen convinced a pretty big firm in a fairly good-size city, and landed a nice order for August shipment. This order came in early in June, of this year, and following on the heels of the order was a cancellation, the reason being that "they never had handled any advertised goods, and refused to put the line in on that account." I was away on my vacation at the time, but our sales manager, considering the account so desirable, sent the salesman back to see that firm, with the result that they would not listen to him. The matter was turned over to the advertising department, with the remark, "Guess you had just as well cancel this order." After digging into the facts, we outlined an argument to that firm, by letter, showing why it was to its interest to handle an advertised line of children's shoes, with no reply, but the second letter written them brought a request to *reinstate the order and ship immediately.*

In discussing the matter with our Eastern representative, he told me that his greatest difficulty is in getting into the "sanctum sanctorum" of the big buyers;



TRADE-PAPER ADVERTISING TO IMPRESS DEPARTMENT HEADS IN THE BIG STORES

"But," he said, "whenever I can get by the office-boy (and I have done it sometimes by force) and show my goods, backed by the assistance we offer the merchant in creating and maintaining a demand for the line, I most generally am rewarded with an order."

LETTERS TO MOTHERS LEADING "DEALER HELP"

This is probably the highest-priced line of children's shoes on the American market, and we knew that there was going to be some little comeback on this account, and that if the shoes "stuck," we would have to get in the game with the dealers at a lively clip, and help sell the consumers.

We outlined a supply of free advertising matter, and supplemented this with a few items which we sold to the dealers. Among the free advertising was a handsomely lithographed easel, window cutout of Red Riding Hood. This piece is 30 inches high, lithographed in six colors, while we duplicated it in a smaller cutout 2½ x 5 inches, with the merchant's imprint on the back, which we furnish in liberal quantities for distribution among the children. In addition, we supply electrotypes of the Red Riding Hood trade-mark, as well as of the shoes, but the most effective of our free advertising matter is our *letter to mothers.* We get the merchant to furnish a list of mothers, scaling the list according to the size of the order, and to this list we send a letter, enclosing a two-color circular, and not only telling the mother the merits of the shoes, but also telling her *where they may be purchased.* This is bringing excellent results for the dealers.

DEALERS PAID FOR THESE

In the advertising which we asked the merchants to buy, is a waterproof schoolbag and two different sizes of pencil tablets. The bags we sell at $6.50 per hundred, while for the tablets we get $2.50 and $3.00 per hundred. The bags carried the Red Riding Hood trade-mark, together with the merchant's advertisement. The tablets are printed in two colors on the cover, with the dealer's advertisement underneath the cut. In this connection it would be interesting to note that during the past six months we have sold thirty-odd thousand of the bags, and considerably over two carloads of the tablets. So, in addition to the many advantages we had in the product itself, we outlined an almost irresistible advertising proposition for the dealer—and it has made good.

Our trade-paper advertising unquestionably made it easier for the salesmen to get a hearing, and, aside from the few inquiries produced, as a matter of general publicity and good-will-building, the trade-paper advertising has played an important part in the success we have had with this line in the larger cities.

As evidence that our analysis and plan were right our factory record will testify. In July, 1914, when we began the manufacture of Red Riding Hood shoes, we were making in this factory (and we make nothing else there) about 600 pairs of these shoes daily, while to-day our cutting sheets run around 2,400 to 2,500 pairs per day, and we were forced to abandon the old building ten months ago for larger quarters. This, too, during the worst of the war period, when other lines were suffering seriously. And this evidence proves that if your merchandise is right, your plan is sound, and a little effort is exerted, there is an open market for your goods, waiting to be developed.

The result of this experiment in the Eastern cities proved so satisfactory that we have now a good man in the West, with headquarters in Chicago. The first thing he did was to put the line in there with Mandel Brothers, and of course that gave him confidence, and he is opening up accounts for us every day in the far-western States. I saw a mail order go through recently for eight dozen pairs of Red Riding Hood shoes from a concern in

Every Farm a Gold Mine

The wealth of Nebraska, founded on its inexhaustible agricultural resources is pretty generally known, but its per capita agricultural supremacy is not so well realized.

For instance, the wheat crop alone of 1914 in Cheyenne County, Nebraska, amounted to $2356 for each farm in the county.

In this county there are 347 farmers and they own 155 automobiles.

Custer County raised $2,000 worth of corn and $640 worth of alfalfa on each farm in 1914, besides other crops.

In the same county, with 1,698 farmers, there are 1,164 cream separators, 568 automobiles and 445 silos.

Dodge County, with 1,611 farms, owns 1,024 automobiles.

Nebraska is a most wonderful state in its **per capita wealth**—which is just as manifest in its many ideal retail centers as out on the farms.

Since newspaper circulation is bought, and sales are made, on a per capita basis, it is obvious that per capita wealth is of prime interest to the advertiser.

Your advertising will make good in Nebraska

This advertisement is published under the auspices of the Nebraska Publishers' Bureau.

For all your printed matter

you will find just the stock you want, in just the quality you want, for just the effect you want, in one of the standardized styles of Warren's Coated Printing Papers. Whether you select Warren's Cameo for its rich, deep, dull-velvety surface or Warren's Lustro for its clear-cut brilliancy, you will be sure you are getting a paper that merits the highest typographical effort — a paper that will insure the utmost beauty in the rendering of engravings and text.

Write us on your business letterhead and we will gladly send you our new portfolio of specimen sheets.

Warren's Coated Printing Papers

*Cameo-Dull Coated—**Silkote**-Dullo Enamel*
*Lustro-Fine Glossy—**Cumberland** - Glossy*
Printone-Imitation Coated

S. D. Warren & Co. 163 Devonshire Street Boston, Mass.

Manufacturers of STANDARDS in Coated and Uncoated Book Papers

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

Arizona, and we are now doing business on this line of juvenile footwear in all of our original territory—the Southern States—and have broken into the largest cities in the District, Maryland, Pennsylvania, New Jersey, Delaware, New York, Massachusetts, Ohio, Indiana, Michigan, Wisconsin, Iowa, Minnesota, Missouri, Nebraska, Kansas, Oklahoma, Colorado, and as far west as Arizona. And these orders came from the very best and biggest merchants in the metropolitan cities.

We are now undertaking to break into the larger cities with men's and women's footwear. But, we are not forcing matters too strongly. Our specialty men, who started out only with Red Riding Hood shoes, are now carrying with them a line of our women's welts, and having paved the way with the juvenile line, they are wedging in a goodly quantity of the women's goods in places where they have already established the children's shoes. If this succeeds, and we have every reason to feel that it will, additional lines will be added from time to time, and we hope to see the day when our line as a whole will be well distributed throughout the entire country.

Collar's Construction Shown in Advertising

Although style appeals are supposed to be the principal argument available in advertising collars, George P. Ide & Co., of Troy, N. Y., are now featuring a special type of construction, which is intended to prevent cracking at the folds. "Do Your Collars Crack or Fray?" is the caption of a current newspaper ad, a diagram at the left showing how two of the inside plies at the folding point have been cut away, so as to make the collar more pliable, and prevent its breaking while being laundered. At the same time, space is given to featuring a special model, the Holiston, which is described as "the super-smart shape of the season."

"Knit Goods" Sold and Merged with "Textiles"

Knit Goods, a trade paper published by the Haire Publishing Company, New York, has been sold to the Textile Publishing Company, Boston, and will be merged with a new textile monthly known as *Textiles.*

Plumbers' Good Will Sought Through Advertising

The Standard Sanitary Mfg. Company, of Pittsburgh, is emphasizing in its trade-journal advertising the fact that the magazine advertising which it is doing not only advertises Standard goods, but refers the interested householder direct to the plumber, in connection with remodeling jobs. A reproduction of a current magazine ad is used in the trade-journal copy, part of the consumer ad being bracketed to attract the attention of the plumber. The company calls attention to the fact that while it has been advertising for many years, this ad is the first devoted entirely to inducing owners to remodel their present plumbing, and, therefore, means repeat business for the plumber during what ordinarily is the dull season.

Jewelry Maker's Style Appeal to Consumers

The R. F. Simmons Company, Attleboro, Mass., is emphasizing in its appeals to jewelers the fact that its recent consumer advertising has been with reference to style elements, and has been calculated to attract desirable customers. "We are reaching the consumer this fall through a definite style appeal," a current announcement says. "Its tone is thoroughly in accord with the best jewelry shops. See that your stock of Simmons Chains is complete for holiday trade."

Merchants Join to Popularize Trading Center

The Market Street Improvement Association, composed of Louisville retail merchants, has decided to spend money in newspaper advertising for the purpose of popularizing the thoroughfare as a shopping center. The association has been in existence for several years, and has arranged a number of co-operative plans with this general object in view.

Brokers Advertise Securities on Part Payment Plan

W. L. Lyons & Co., of Louisville, Ky., have announced a plan of selling securities by partial payments, a method which has become increasingly popular during recent years. The house is one of the best known in the brokerage field in Louisville, and is using newspaper advertising to promote the new selling method.

A Poster Drive on Princine Baking Powder

The Southern Manufacturing Company of Richmond, Va., is using posters to advertise Princine Baking Powder in Brooklyn and in Long Island generally and in a list of cities in New Jersey. The campaign started in the middle of November and will continue to January 1, 1916.

When Infringement Suits Are Not a Safe Talking Point

The Dangers in Attempting to Extend the Scope of the Monopoly Granted by the Patent Law

By Gilbert H. Montague
Of the New York Bar

VI

A CERTAIN large concern which is wise in its day and generation recently sent to its sales force the following emphatic instruction:

"We take this occasion to thank the individual members of the sales force who have taken the trouble to send us letters of congratulation upon the recent favorable patent decision. It has not been possible to answer those letters individually, but they are appreciated none the less on that account.

"Our success in this patent matter is a source of great satisfaction to us and to the whole organization. We have thought it best that our salesmen and agents should have full information on the subject, and a copy of the court's opinion is enclosed herewith. You are cautioned definitely and specifically, however, that this information is *under no circumstances to be used in your talks with customers or prospective customers* for our goods. You are to explain to every person who inquires that requests for this information must come direct to the company's patent department."

Now, the aggressive sales manager is quite at liberty to regard that ruling as a shameful waste of good material. It is quite possible that the sales manager of the concern in question does so regard it. But I repeat that the concern is wise to sacrifice whatever sales value there may be in a talking-point based upon an infringement suit against a competitor, for the patent law offers no means of escape from the provisions of the anti-trust laws. The courts have repeatedly passed upon that point, and more than one concern has met with condemnation for indulging in the very practice which is forbidden in the instructions quoted above.

There is a good deal of very hazy thought on the subject of the rights conferred by the patent law, largely arising from the fact that the law itself provides for a legal monopoly. But the monopoly conferred by the patent law is a definite and limited monopoly which includes only the making, using and vending of the particular invention which is covered by the patent. Further, the term of the monopoly is limited to a period of 17 years. Any attempt to extend the monopoly to other things which are not a part of the invention which the patent covers, or to make the monopoly effective after the expiration of the 17-year term, falls outside the domain covered by the patent law. When such attempts happen to run counter to the provisions of the anti-trust laws—or any other laws, for that matter—it is quite useless to appeal to the patent law for protection. The patent law will not protect such acts as are entirely outside its scope any more than the laws of Canada will protect the merchant who does business in Oswego, N. Y. Sometimes it is not easy to tell whether a given fact falls under the protection of the patent law or remains entirely outside it, but it is a task which the courts are quite ready to undertake. The Sanatogen case, for example, was carried all the way to the Supreme Court of the United States before it was definitely decided that the patent monopoly could not be extended by a mere notice on the package so as to protect the goods after they had passed out of the manufacturer's control.

But in spite of the difficulty in

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drawing the line where the patent monopoly ends in any given case, this much may be set down as a general principle: that *the possession of a patent is no justification for acts which are not provided for in the patent law or are not necessary for the protection of the rights of the patentee.*

INFRINGEMENT NOT A SAFE COMPETITIVE ARGUMENT

Now, going back for a moment to the matter of using infringement suits as "talking-points" with customers, it is evident that when a concern sues a competitor for patent infringement and possibly collects heavy damages therefor, it is wholly within its rights as laid down by the patent law. But when it permits its salesmen to use the infringement suit as a competitive argument to intimidate competitors' customers, and to prevent competitors from selling their goods, it is rapidly getting outside of the domain which is covered by the patent law. Such tactics are not provided for in the patent law, and, further, are not necessary to protect the rights of the patentee in the exclusive enjoyment of his invention. So we come to a second general principle, which is this: *patent infringement is no justification for unfair competition.*

It is highly important for the manufacturer of patented goods to get those principles clearly in mind and to keep them there. The patent law is one thing, while the anti-trust laws are something quite different. The use of patents to accomplish what would otherwise be construed as a violation of the anti-trust laws has been tried repeatedly and as often condemned. It is only natural, and often praiseworthy, for a manufacturer to desire to get the greatest possible return from his investments which are covered by patents, but the Government is quite as persistent in its demands that patents shall not be used to restrain trade illegally.

Let us examine some specific instances of the use of patents which have been condemned by the Government and the courts. In the bathtub case, for example (Standard Sanitary Manufacturing Company vs. United States, 226 U. S. 20), a combination of manufacturers and jobbers of plumbing supplies was based upon a system of licenses to use a patented tool which was of some importance at certain stages in the production of enameled ware. In order to obtain a license to use the patented tool in production, manufacturers were obliged to subscribe to a license agreement which provided, among other things, that they would deal only with such jobbers as entered the combination. And the jobbers, in turn, were obliged to agree to deal exclusively in the products of licensed manufacturers, if they wished a license to sell any goods which were made with the help of the patented tool. This structure, so carefully erected under the ostensible protection of the patent law, was dismantled by the Supreme Court of the United States in a careful decision which was handed down November 18, 1912. In the course of its opinion, the court said:

"Before the agreements the manufacturers of enameled ware were independent and competitive. By the agreements they were combined, subjected themselves to certain rules and regulations, among others not to sell their product to the jobbers except at a price fixed not by trade and competitive conditions but by the decision of the committee of six of their number, and zones of sales were created. And the jobbers were brought into the combination and made its subjection complete and its purpose successful. Unless they entered the combination they could obtain no enameled ware from any manufacturer who was in the combination, and the condition of entry was not to resell to plumbers except at the prices determined by the manufacturers. The trade was, therefore, practically controlled from producer to consumer and the potency of the scheme was established by the co-operation of 85 per cent of the manufacturers and their fidelity to it was secured not only by trade

advantages, but by what was practically a pecuniary penalty, not inaptly termed in the argument 'cash bail.' The royalty for each furnace was $5, 80 per cent of which was to be returned if the agreement was faithfully observed; it was to be 'forfeited as a penalty' if the agreement was violated. And for faithful observance of their engagements the jobbers, too, were entitled to rebates from their purchases. It is testified that 90 per cent of the jobbers and more than 90 per cent in purchasing power joined the combination. The agreements clearly, therefore, transcended what was necessary to protect the use of the patent or the monopoly which the law conferred upon it."

PATENT RIGHTS NO LICENSE AGAINST POSITIVE PROHIBITIONS

"The agreements in the case at bar combined the manufacturers and jobbers of enameled ware very much to the same purpose and results as the association of manufacturers and dealers in tiles combined them in Montague & Co. vs. Lowry, 193 U. S. 38, which combination was condemned by this court as offending the Sherman law. The added element of the patent in the case at bar cannot confer immunity from a like condemnation for the reasons we have stated. And this we say without entering into the consideration of the distinction of rights for which the Government contends between a patented article and a patented tool used in the manufacture of an unpatented article. Rights conferred by patents are indeed very definite and extensive, but they do not give any more than other rights a universal license against positive prohibitions. The Sherman law is a limitation of rights, rights which may be pushed to evil consequences and therefore restrained.

"This court has had occasion in a number of cases to declare its principle. Two of those cases we have cited. The others it is not necessary to review or to quote from, except to say that in the very latest of them the comprehensive and thorough character of the law is demonstrated and its sufficiency to prevent evasions of its policy 'by resort to any disguise or subterfuge of form,' or the escape of its prohibitions 'by any indirection.' United States vs. American Tobacco Co., 221 U. S. 106, 181. Nor can they be evaded by good motives. The law is its own measure of right and wrong, of what it permits or forbids, and the judgment of the courts cannot be set up against it in a supposed accommodation of its policy with the good intention of parties, and, it may be, of some good results."

The principle that is laid down by the Supreme Court in the opinion quoted from above has been repeatedly upheld. Any agreement which attempts to do more than is actually necessary to protect the use of the patent is likely to be examined in the light of the anti-trust laws, and when that happens the patent law is no protection. Such was the situation in the recently decided suit in the United States District Court at Philadelphia against the Motion Picture Patents Company. In that case the combination actually controlled a large number of the basic patents of the industry, and a holding company was formed for the sole purpose of owning the patents and issuing licenses for their use. But when the holding company attempted to go beyond the rights conferred by the patent law in restraining distributors from handling motion-picture supplies other than those covered by the patents, on the threat of withdrawing the patented goods entirely, the Sherman law was successfully invoked. The court cites the bathtub case with approval, and goes on to say:

"We would feel constrained on the authority of this case alone, to find that the agreements and acts of the defendants in the present case went far beyond what was necessary to protect the use of the patents or the monopoly which went with them, and that the end and result, which would be expected to be and was accomplished, was the restraint of trade condemned by law."

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tion of attempted control of the distribution and sale of his patented goods? That is a question which is not easily answered authoritatively, for here, as always, the question of intent plays so large a part in the final determination of any specific case. Two very recent cases will illustrate the point I am trying to make: the case of American Graphophone Company vs. The Boston Store, decided last September, and that of Ford Motor Company vs. Union Motor Sales Company *et al.*, which was decided in December, 1914.

These were cases involving the validity of certain contracts which provided, among other things, that a resale price specified by the manufacturers should be maintained by the dealers. In the graphophone case the contract was upheld; in the Ford case it was declared invalid as respecting the point at issue. Both cases involved this question: Was it the intent of the manufacturer to part with his *exclusive right to sell* within certain limits, or did he merely part with *the title to the goods* and then attempt to exercise control over them? Granted that the patentee possessed the exclusive right to sell; was he sharing that right with someone else, or was he exercising it to the full himself, and at the same time trying to restrain the common-law rights of somebody else? That may all sound like a distinction without a difference, but the courts do not regard it in that light. Let us examine Judge Hollister's opinion in the Ford case:

"For the purposes of this case," said Judge Hollister, "it may be assumed that if the contract partakes of the quality of a sale of the exclusive right to sell, or of a license to sell, it is a good contract which the complainant may legally enter into with its dealers, and, under the facts proved in this case, an injunction must issue against the defendants. But if, under the terms of the contract, the complainant has sold the automobiles made by it and delivered the same to its dealers, passing the title upon receipt of

the contract price, then, under the decisions of the Supreme Court, and on principle, the conclusion, in my judgment, must be that by such sale the complainant has exercised its exclusive right to sell, so far as the particular commodity sold is concerned, and cannot legally fix the price at which the dealer shall resell.

"This contract does not give the vendee the right to sell. It sells to him the article, and attempts to give him the right to resell. He buys. The manufacturer-patentee sells the product to him, and then seeks to control the price at which he shall resell. If, upon payment by the dealer of the purchase price, the title of the machine passes to him, how can it be taken away because the user, to whom the dealer has sold, has paid a less price than the list price? . . .

"When the complainant sold an automobile under one of these contracts, and received the price, the title passed to the purchaser, and no sale by the purchaser to another could cause a reverter of the title to the complainant, for, in the complete exercise of his right to sell, he sold, and the subject of sale passed without the limits of the monopoly."

In the graphophone case, however, Judge Geiger, of the United States District Court at Chicago, came to a different conclusion.

"Grant," he said, "that a patentee cannot by a mere notice burden an article during the life of the patent with a resale-price restriction; that he cannot make a notice attached to the article discharge the function of a 'covenant running with the land,' as in real estate sales: that when he sells he sells: we still have the question, how effectively can he and his vendee bargain respecting the exercise of his exclusive right of sale. If it be the law that he cannot make any bargain with his vendee which involves price restriction, then, of course, in that respect he is on competitive and not on monopolistic ground. He is in the position where he may rightfully withhold the manufacture, use and sale from the whole

THE AYER & SON ADVERTISEMENT
(*Concluded*)

tising Headquarters to have worked with this concern in the preparation of their publicity campaigns.

Another progressive West Virginia concern, numbered among the valued clients of Advertising Headquarters, is the Huntington Lumber and Supply Co., who market sectional portable houses and who recognize that the trend of modern merchandising is advertisingward.

At this time West Virginia's petroleum is being piped to the Atlantic seaboard, refined, and, through its by-products, used to drive motors, to lay the dust on the roads over which they travel and to remove travel stains from the faces of the passengers. So on *ad infinitum*. Long trains of cars loaded with coke and coal from West Virginia wend their way east, west and south to blast furnaces and gas producing plants. From these ugly, unpoetical-looking materials modern chemistry, rivaling the alchemy of the Arabian Nights, has produced delicate perfumes, brilliant dyes, to say nothing of ammonia, roofing and paving materials. Will West Virginia be in a position to get her share of the constant demand for such articles?

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PHILIP EMANUEL
Advertisement Manager

ODHAMS LIMITED
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public, and yet, when he proceeds to sell, must submit to the very policy which the public, in granting him the monopoly had surrendered to him.

"In view of the language in Bauer vs. O'Donnell, which discloses so clear a purpose to limit it to the precise facts, it is my judgment that it does not, and was not intended to, overrule the other cases which seem so firmly to have established the general proposition upon which the sufficiency of the complaint in the present case depends. In other words, the complaint shows a contract which, against the defendant, as a purchaser from the patentee, is valid and enforcible."

PATENT MONOPOLY STILL HAS ADAPTABLE USES

Now it is apparent from the decisions just quoted that there are certain limits within which the courts will uphold attempts by a patentee to share his exclusive rights with others, but that there is a point beyond which such an extension of patent rights cannot be carried. Two leading cases decided by the Supreme Court tend to establish the same thing: the bathtub case which I have quoted extensively above, and the case of Virtue vs. Creamery Package Company (227 U. S. 8), which was decided two months later. This last-named case involved a very complicated series of contracts between several different concerns relating to the use and sale of patented butter-making machinery. After summarizing the evidence at considerable length, Mr. Justice McKenna summed up the conclusion of the court in the following language:

"The Owatonna Company did nothing more in its contract with the Creamery Package Manufacturing Company than to make that company its exclusive sales agent, and this was no violation of law. Both contracts had natural and adequate legal inducements and conveyed rights that could under the law be conveyed, and, as a necessary incident to the conveyance, one only of the parties could thereafter exercise them. It may

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be that the Disbrow Company was to an extent in competition with the Owatonna Company, but it was a competition in part, at least, which, it was contended, was illegally conducted against rights which had been transferred in 1893. But, be that as it may, we repeat, patent rights may be conveyed partially or entirely, and the monopoly of use, of manufacture or of sale is not one condemned by law."

Comparing the conclusions in the Virtue case with those in the bathtub case, it appears that the real point at issue was the intent which the contracts were meant to effect, taking into consideration all of the surrounding circumstances. Thus the Supreme Court has apparently declared that patent rights may be conveyed partially or entirely, when it does not appear that it is done for the purpose of restraining competition or effecting a monopoly which shall extend beyond the limits of the legal monopoly conferred in the patent.

It yet remains to speak of the dangers which sometimes attend the sending of warning notices of infringement suits, and the use by salesmen of information concerning infringement suits. In the Virtue case, already cited, Justice McKenna said: "Patents would be of little value if infringers of them could not be notified of the consequences of infringement or proceeded against in the courts. Such action, considered by itself, cannot be said to be illegal." It is important, however, to note the qualification in the words "considered by itself." Here once more we meet our old friend, the thing which is perfectly legal in itself, yet which may be an important step in the proof of illegal restraint of trade when considered in all its surrounding circumstances.

The question as to the legality of threats of infringement suits, the publication of warning notices to the trade and the use of alleged infringement (or, for that matter, adjudicated infringement) as a competitive argument, has been before the courts innumerable times. Sometimes that question represents the whole point at issue and sometimes it represents only one step in a complicated series of competitive acts. We may examine three cases briefly as typical. It is not necessary to go into this phase of the subject at any great length.

A very simple case of this character is that of the Atlas Underwear Company vs. Cooper Underwear Company, which was decided by the District Court at Milwaukee in December, 1913. The Cooper company owned certain patents for closed-crotch union suits which were in litigation, and the company was vigorously defending what it believed were its rights. It sent out notices through the mails to the trade, warning dealers against selling the garments of certain manufacturers, which, it alleged, were infringing its patents; it published substantially the same warning notices in its trade-paper advertisements, and it instructed its sales force to use similar arguments in talks with dealers. The Atlas company, one of the alleged infringing manufacturers, brought suit for an injunction on the ground that such tactics were not essential to the protection of the patents, but, on the contrary, were a means of intimidating the trade and wrongfully restraining competition. The court granted the injunction, restraining the Cooper Underwear Company from continuing the practices complained of.

From that comparatively simple case we may turn to the complexities of the Government's prosecution of the cash-register officials. Threats and warning notices concerning infringement suits formed an important part of the evidence in that case. The question as to whether or not they went beyond what was necessary to protect the company's patent rights was not specifically determined. In fact, much of the evidence was excluded which the company offered to show that it was subjected to outrageous piracy by its competitors, and that was one of the grounds upon which the Circuit Court granted the de-

fendants a new trial. It was declared, however, as a general proposition, that threats and warning notices *taken in connection with other acts* might, under certain circumstances, be evidence of a purpose to crush competition and to monopolize trade.

An exceptionally clear statement of the extent to which a concern may go in this direction is to be found in one of the numerous harrow cases (Adriance, Platt & Co. vs. National Harrow Co., 121 Fed. 827). This case was decided by the United States Circuit Court of Appeals, and is worth quoting also because it points out one of the possible sources of danger to patent owners who do not manufacture the goods, but whose sole business is the issuing of licenses to others. The Circuit Court said:

"Undoubtedly the owner of a patent is acting within his rights in notifying infringers of his claims and threatening them with litigation if they continue to disregard them, nor does he transcend his rights when, the infringer being a manufacturer, he sends such notices to the manufacturer's customers, if he does so in good faith, believing his claims to be valid, and in an honest effort to protect them from invasion.

"When the manufacturer is financially responsible, is accessible and his infringements readily provable, and when the patent owner is financially able, and is one who makes it his sole business to grant licenses and is under a duty to his licensees to prosecute extensive infringers, the sending of such circulars to customers would seem to be merely a preliminary or cumulative measure, and the bringing of an infringement action the paramount and imperative proceeding. As, ordinarily, the patent owner would be prompt and zealous to assert his claims, if he halts and purposely procrastinates and attempts to effect by threats and manifestoes that which he can compel by the strong hand of the law, a strong inference arises that he has not any real confidence in his pretensions. This inference becomes irresistible if he refuses to bring suit during a considerable period of time, when the alleged infringement is open, notorious and defiant, and so extensive as to threaten destruction to his alleged exclusive rights.

"The *indicia* of bad faith are persuasive in the present case. It is impossible to read the communications warning the complainant's customers against selling its harrows, with which the defendant seems to have flooded the country, without being led to believe that they were inspired by a purpose to intimidate the complainant's customers and coerce the complainant, by injuring its business, into becoming a licensee of the defendant. In view of its failure to bring an infringement action, under the circumstances which made an action practically compulsory, the defendant cannot shelter itself behind the theory that its circulars and letters were merely legitimate notices of its rights. We are satisfied that they were sent, not for the purposes of self-protection, but in execution of the defendant's threat to stop the complainant from building harrows by other means than legal remedies."

The next article in order will deal with the general subject of "tying contracts," including exclusive contracts for repair and spare parts, dealer-helps, premiums, trading-stamps, etc., contracts for the sale of one class of goods on condition that other goods are bought, and contracts for the supply of all material needed for a considerable space of time.

Edward A. Miller Goes to Philadelphia "Telegraph"

Edward A. Miller has resigned from the New York *Times*, after three years' service in the advertising manager's office, to accompany Thomas D. Taylor to the Philadelphia *Evening Telegraph*. He will be assistant to Mr. Taylor, who has been appointed publisher of the paper.

Garment Trade Paper Ceases Publication

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The Colorplate Engraving Co.
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Quality Color Plates

THE GILL ENGRAVING COMPANY
Our reproductions for printing in colors are of the same excellent quality as our "black and white" engravings. These have been the standard of quality for 27 years.
SERVICE EQUAL TO QUALITY
140 Fifth Avenue, at 19th St.
Phone 4440 Chelsea

CANADIAN campaigns need rapid electrotype service.
Our plant, organization and methods insure that you will get it if you order your plates and mats from
RAPID ELECTROTYPING CO.
Of Canada
345 Craig W. Montreal, P. Q.

SCIENTIFIC
Engraving Co.
406-426 W. 31st St., New York
Best Equipped Plant in New York
Guarantees you finest plates at reasonable rates
FINE PLATES

Fruit Market Is Expanded by Advertising

Another California Growers' Association Provides for the Future

SOUTH WATER STREET, Chicago, was startled recently by the appearance of spectacular newspaper ads announcing that the stock of Garden of Eden grapes had been many times oversold. "This, while unfortunate," read the copy, "is absolutely unavoidable. There simply aren't enough 'Edens' to go around." Other "Edens" would soon arrive, but for the present there were none to be had.

Inquiry disclosed the fact that Chicago's portion of a $30,000 appropriation made for newspaper display in Chicago, Boston and New York, had turned the trick.

This suggested that if one growers' organization could dispose of its crops so quickly in a profitable market, there is no reason why others may not do the same. Accordingly, a representative of PRINTERS' INK called upon the jobbers with the express purpose of ascertaining their attitude toward an advertised fruit. Did an advertising campaign on a particular brand help them—the jobbers?

"Did you see those 'Edens'?" one jobber asked.

"Yes," was the reply.

"And do you see *this* crate?"

Alongside the "Edens" the dealer had placed another brand of white grapes.

"I pay more for these," he said, indicating the "Edens," "than I do for the others. While the 'Edens' are better grapes, still there really isn't enough difference in the quality to warrant the difference in cost to me—that is as a general proposition. But in the long run it pays me to handle them because there is no doubt that an advertised brand is easiest to sell."

Next door I buttonholed the proprietor of another commission market.

"The advertising campaign on Sunkist oranges," he said, "has unquestionably created an easy-selling demand, and I look for the same result in this case."

TYPICAL OF THE NEWSPAPER COPY, WHICH PLAYED UP THE TRADE-MARK

Other fruit-dealers along the street were similarly minded. There was an element of doubt, to be sure, based, quite naturally, on the fact that the Garden of Eden campaign has just started, but the consensus of opinion was strongly in favor of advertised fruit specialties, and all the dealers were inclined to consider the success of the campaign a foregone conclusion.

This is not to be wondered at when it is remembered that George A. Charters and Walter Farley, of the Fanning Charters Fruit Distributing Company, sales agent for the California Fruit Distributors, were formerly general manager and advertising manager, respectively, for Sunkist oranges, and are now the prime movers behind the Garden of Eden campaign.

Three things have caused the California Fruit Distributors, most of whom are growers, to concen-

trate on the distribution of grapes:

First—An increased acreage (that is, a constantly increasing number of growers), which was making the production of small fruits vastly exceed consumption.

Second—A desire to increase the per capita consumption of grapes to a point where the grower would find their production a profitable undertaking.

Third—The spread of prohibition, now knocking at California's door, which would seriously affect the grape-grower who produces to a considerable extent for wine-making purposes.

The California Fruit Distributors control about 75 per cent of the small-fruit business in their State, and the campaign they have launched promises an interesting experiment in diversified advertising. It contemplates an advertising campaign for each fruit, beginning with cherries in the spring, that will keep Garden of Eden copy before newspaper readers almost the entire year. It was decided as a starter to confine the advertising to grapes as having the smallest per capita consumption among the small fruits.

"What we are after," said Mr. Farley, "is a broader market—not alone a market where we can dispose of our produce, but where we can dispose of it *profitably*. Our first job was to establish a trade-name by which our produce would become distinct. 'Garden of Eden' was selected because of its applicability, and as we intend to exploit all our small fruits, that was the kind of a trade-name we wanted.

"Previous experience having taught me the wisdom of careful choosing of an agency, we analyzed thoroughly all the agency ads in PRINTERS' INK and selected from them one which indicated that the agent had had extensive experience in the marketing of food products.

"With an agent to advise us, we went ahead with the copy. As an opener we decided to use a 'teaser' that would slap the public on the back. This ad was built around our name and trade-mark, with nothing to indicate whether it was the name of an automobile or a new brand of bread. The next copy tied the name up with the product, and with the advance of the season, which is about four months long, the copy increased in size. Our investment in newspaper space reaches the maximum at the height of our productive season, and we intend to follow the same method in advertising other fruits."

So much for the development of the copy, which, of course, is supplemented by attractive window posters for the retail trade. To lessen substitution, a premium tag accompanies each basket of "Garden of Eden" grapes. The premiums consist of silverware, cut glass, hosiery and other articles of interest to women, for whose especial benefit the copy is written.

Salaried agents are located in the several centers of distribution to keep in touch with the trade, with a view to preventing any overloading or exhaustion of supply as far as possible. Daily reports are made to the sales agents, showing what the jobbers and retailers are doing with "Garden of Eden," and from these reports the shipments from the vineyards are made up.

A preliminary investigation was conducted by W. B. Henri, of Young, Henri & Hurst, who are handling the account. Mr. Henri discovered that the average weight of a basket of grapes is six pounds, while the average purchase weighed only about four pounds. It was upon his recommendation that Garden of Eden grapes were put up in four-pound lots.

The enterprise of the California Fruit Distributors in compelling a quick and profitable market for their product, proves what PRINTERS' INK has long contended, namely, that if the farmers and fruit-growers of the country would organize and adopt modern merchandising methods, they would be liberally rewarded in dollars and cents. The idea has once more been proved practical; it only requires initiative to put it into effect.

The World-Wide Spring Fashion Number

OF THE

DRY GOODS ECONOMIST

Will Be Published

DECEMBER 25th

Its FASHIONS are based on FIRST HAND facts gathered at the world's fashion-creating centers by representatives who know merchandise and possess the ability to sense the present and forecast the future.

Its pictures will be reproduced from actual importations—not only made-up garments, but fabrics, trimmings, accessories, millinery, shoes—*everything* that enters into dress.

The thirty previous semi-annual Fashion Numbers of the ECONOMIST stand as so many monuments in merchandising service. The thirty-first semi-annual ECONOMIST Fashion Number will, true to tradition, surpass all former issues in the way it will present the news of new fashions—the REALNESS of which will make it vitally valuable to all merchants and all buyers of dry goods lines.

Merchants and wholesalers who think, will recognize the tremendous selling power of this number.

The circulation of this issue will be over 17,000 copies. To advertisers under contract there will be no advance in rate, though contract space charges are based on a circulation of 12,000 (guaranteed by Audit Bureau of Circulations). Reserve Space NOW.

Forms Close December 22nd

Mailing will start December 27th — After the Christmas Rush

DRY GOODS ECONOMIST 231 West 39th St. NEW YORK

BRANCH OFFICES

BOSTON.....201 Devonshire Street
CHICAGO.....215 South Market Street
CLEVELAND.....516 Swetland Building
SAN FRANCISCO.....423 Sacramento Street
PHILADELPHIA.....929 Chestnut Street
ST. LOUIS.....1627-1631 Washington Avenue
CINCINNATI.....1417 First Nat'l Bank Building
MANCHESTER (Eng.).....10 Piccadilly
LONDON (Eng.).....11 Queen Victoria Street, E. C.

"We have steadily advertised

in the 'AMERICAN EXPORTER' for the past seven years," writes one manufacturer to another. "From ten to fifteen inquiries a month are the result and a goodly number of orders are secured from these inquiries. Only yesterday we received an order from Colombia, South America, amounting to $2,000, which we can trace direct to our advertisement in the EXPORTER. This magazine has a wide circulation and a great deal of prestige in foreign countries."

Sample copies of the AMERICAN EXPORTER will surely interest you. Sent without charge to those who mention "Printers' Ink."

AMERICAN EXPORTER 17 Battery Place New York

Established 1877, and published in four editions

ENGLISH SPANISH PORTUGUESE FRENCH

Economical Advertising

¶ Advertising is like every other commodity. The *best* is always the cheapest in the end.

¶ Unless you are quite sure that your advertising is *the best*, we would appreciate an opportunity of showing you to what extent we could improve it.

¶ An interview entails no obligation on your part.

JAMES ZOBIAN COMPANY

General Advertising

225 Fifth Avenue New York City

Latin America Wants Novelties and Goods of First Quality

Contrary to Report, the Market Is for Up-to-date Products, of Approved Workmanship

THE old-fashioned recipe for selling in Central and South America is out of date.

In its place we are asked to accept a new, up-to-date formula —vintage of 1915, so to speak.

Let a well-informed Latin American diplomat initiate us into the mysteries of this new school of salesmanship, as he did some sympathetic listeners at Washington the other day. This particular Central American envoy, long resident in the United States in an official capacity and speaking English fluently, was manifestly wrathy as he paced up and down an inner office at the seat of government, denouncing roundly the inferences in a report lately issued by the U. S. Government with reference to trade conditions in the Minister's country.

"Do you think we are a lot of backwoodsmen?" demanded the diplomat, slipping, in his indignation, into the Yankee vernacular. "Do you think that we don't know any better than to wear cravats 50 years out of date? Do you suppose that our women wear bandannas on their heads?"

The fuse that fired this charge was a report sent from Central America by a U. S. Commercial Agent who, in order to illustrate what U. S. export houses "should not do," cited the case of an old-fashioned gentleman who lived 70 miles in the interior and who had worn during the greater part of his life the once-familiar ready-made necktie which was fastened to the collar-button by a small elastic loop. According to the pathetic story sent home by the trade scout the old gentleman parted with his sole remaining tie in order that it might be sent to the United States as a sample, only to have the U. S. firm advise that the ties desired were at least 20 years out of date, and that instead of the goods ordered they were sending two dozen ties in the very latest fashion.

As the story was related the disappointed customer then turned to Germany and received the desired goods by the next dispatch of parcel-post. From the incident the observer of trade conditions drew the expected moral, and American business houses were subjected to one more lecture as to their shortcomings in not ascertaining in advance just what style of goods Latin Americans have been accustomed to and supplying precisely that. It was because the Latin American statesman took issue so sharply with this whole theory that his remarks may be of interest to many manufacturers and advertisers.

"That is just the trouble with many firms" he persisted, in sarcastic comment on the necktie incident. "They seem to think that the only way to get business in Central and South America is to religiously give us exact duplicates of the things we have had before. The logic is all wrong. On the contrary, if you want to capture the Latin American trade you must give us the latest thing. Have you a new thing to exploit? Then send it to the Latin American countries.

"This fetish about giving us what we have become accustomed to ask for instead of the newest thing you can offer is on a par with another fallacy which prevails, I have observed, in the United States. Time and again I have seen it impressed upon your business men that if they would gain trade in Central America they must pack their goods in bundles of a size and weight to permit transportation on mule-back. That may have been necessary a quarter of a century ago, but it is not the case to any considerable extent to-day. To be sure, there are camps in the moun-

tains to which goods must be sent on muleback just as there are localities in your State of Colorado which can be reached only by pack animals, but to intimate that this condition is universal or general in Central America is absurd."

After the diplomat had, as the moving-picture people say, "registered intense indignation" and left the scene, a United States trade expert, a resident for long intervals in the other Americas, made this remark: "And he might have punctured one other fallacy while he was about it. We are always hearing sweeping denunciations of American packing as though it were a cardinal national fault. In some instances, of course, the complaints are fully justified, but the fact remains that in the matter of interior packing no nation in the world can compare with the Americans. I happen to know that the wealthy women in Latin American countries are partial to silk stockings, gloves, handkerchiefs, etc., from the United States not so much, perhaps because of the inherent quality of the goods as because these articles come daintily packed in fancy boxes covered with lace paper or embossed paper and tied with ribbons."

Do not miss this trade expert's use of the term "wealthy women." In reality "wealthy" should be underscored. When a PRINTERS' INK representative undertook to run down the facts of the Central American diplomat's premise as to trade-getting—a theory seemingly at variance with all precedent—he was not long in discovering that herein lies the explanation—it is the moneyed classes of Central and South America that want "the newest thing" and will pay any price for it. In the United States there are comparatively few manufacturers who think it a paying proposition to cater exclusively to the very wealthy classes, but when it comes to export trade with Latin America it is not safe to apply the rules that hold in the United States. In Central and South America there is no great middle class such as in this country furnishes the main support of advertised goods, both necessities and luxuries. Generally speaking, the buying public of each Latin American country is divided into two classes, the poor and the rich, without any such variations as obtain in the United States. And it is the wealthy class that is worthy of cultivation by every Yankee purveyor of "the newest thing."

WEALTHY CLASSES GOOD SPENDERS

As to the spending capabilities of the well-to-do Latin Americans there can be no question. Nowhere in the world, say observant Yankees long resident below the Isthmus, is there to be seen such a fashion parade as may be witnessed on the promenades at Rio and Buenos Aires. And why not—French fashions reach South America more quickly than they do New York.

That price is no object in the moneyed circles of Latin America is as manifest as is the lure of "the newest thing." Exhibit A—Buenos Aires pays Caruso $7,000 a night, whereas the American public is always incredulous that he receives $2,500 a night at the Metropolitan in New York. But this does not by any means indicate that the Latin American is willing to spend unless he feels that value is received. At the risk of dragging in again that threadbare subject of packing there may be cited the case of the family in Costa Rica that recently sent to New York an order, with remittance, for $19 worth of silk stockings. The New York firm rather overdid the careful packing act, sending the stockings in a heavy wooden box with the result that under the Costa Rican tariff, whereby the duty is figured on the basis of weight at the rate of the most valuable contents in the consignment, there was $30 to pay.

The city of La Paz, Bolivia, afforded, a few years ago, perhaps the most striking evidence to date of the Latin American love for the novelty of the period. At that time 30 automobiles were owned in La Paz, whereas there was not

(*Continued on page 99*)

Last spring the company conducted a special newspaper campaign in Michigan, Minnesota and Wisconsin, the object being an intensive drive to build up distribution in those States. Papers were used in practically every town of 500 population and over, about 800 altogether. At the end of three months, the first period of the campaign, the company had increased by 100 per cent the units of distribution that had been secured during the previous 15 years.

THE above is extracted from an interview with Mr. F. B. Rice, Vice-President of Rice & Hutchins, Inc., Shoe Manufacturers, which appeared in "Printers' Ink" November 11th, and refers to the advertising of EDUCATOR SHOES inserted in the

Kellogg & Western

DETROIT, MILWAUKEE
and
MINNEAPOLIS LISTS

Any advertiser desiring to secure better dealer distribution in country towns in any section of the country should write to the

Western Newspaper Union

NEW YORK = = 239 West 39th Street
CHICAGO = = 210 South Des Plaines Street

The Times-Union

Albany, N. Y.

sells 9,083 more papers daily than the second Albany paper and 16,159 more papers daily than the third Albany paper or 944 more papers daily than the two papers combined IN THE CITY OF ALBANY, N. Y.

Within the 30 miles suburban shopping district of Albany, THE TIMES-UNION leads all competitors.

It has the largest net paid circulation of the Albany dailies.

These are not baseless claims—they are facts proved by the Report of the Audit Bureau of Circulations, dated June 15, 1915. You can see this report in THE TIMES-UNION office, as well as at the offices of

VERREE & CONKLIN, Inc.

Brunswick Building
New York, N. Y.

Steger Building
Chicago, Ill.

more than one-fourth of a mile of roadway on which the machines could be operated. However, the subject of the introduction of American-made automobiles in South America is not one with which Yankee trade-boosters can speak with any pride. Indeed, it constitutes one of the "tragedies" of our export trade to our sister republics.

There is, and has been for some time past, a satisfactory South American trade in low-price American motor-cars, but in the days when the automobile was a novelty certain interests bought up great numbers of used cars in the United States and unloaded them at exorbitant prices upon the Latin Americans who were prepared to pay for the best, and who supposed that they were getting the best. The stench of that transaction lasted for years and caused the well-to-do Latin Americans to turn to French, German and Italian cars. Now, some of the manufacturers of high-grade American cars are beginning to recover the market, but valuable time was lost.

Herein is a rather subtle point —the well-to-do Latin American purchaser demands quality along with novelty. This is apt to be overlooked by the trade promoter who notes only the insatiate love of what is new and smart. It is the more difficult for an American business man to comprehend when the demand comes hand in hand with a call for, say, articles of dress a little more bizarre than persons of equal affluence in the United States would adopt. As a trade sleuth, just back from Brazil, put it "The South Americans are rather 'stagy' in dress. Here in the United States if one wanted a shoe stitched in yellow thread or a black shoe with a white upper he would expect to find such a shoe manufactured only in the cheaper grades. Now the South Americans would take quickly to such a showy style, but they would demand that the shoe be of the very best materials. In other words, being willing to pay any reasonable price they do not want to sacrifice quality to style."

It was this same trade expert who explained for PRINTERS' INK how the new theory of sending the up-to-date to Latin America does not conflict as sharply as might be supposed with the old rule of bowing to tradition, precedent and even superstition. Said he: "Maybe you noticed the report from Guatemala a short time ago telling of the refusal of customers at Retalhulieu to accept candles that had come wrapped in yellow paper instead of in blue paper to which they had been accustomed. Now, as a matter of fact nobody contends that it is the ignorant natives back in the interior who cannot read or write who are clamoring for novelties. This incident shows on its face which class of trade is involved. There would be no demand for candles among the well-to-do classes."

To the trade experts of the Pan-American Union went a PRINTERS' INK representative and said: "Granting the soundness of this logic that the newest thing is needed for Latin America in the matter of articles of fancy and conceits of fashion, do you contend that the same holds good with respect to specialties such as, say a safety razor?" "Yes" was the reply, "a safety razor is a good example of the mechanical novelties and other specialties that commend themselves to the Latin Americans because they are up-to-date. They can be sold on this account."

"Indeed," mused a Pan-American trade authority, "if I were setting out to-day to place a new article on the market I would launch it in South America. Not only are the South Americans faithful readers of advertisements, but they are inclined to believe every word in an advertisement. Here, many of us, when we read an advertisement are suspicious and want to be shown—or at least we assume an important-if-true attitude. There, on the contrary, if you say that a thing is the 'best in the world' the South American is inclined to believe you unless he knows positively that such is not the case."

Death of W. Atlee Burpee

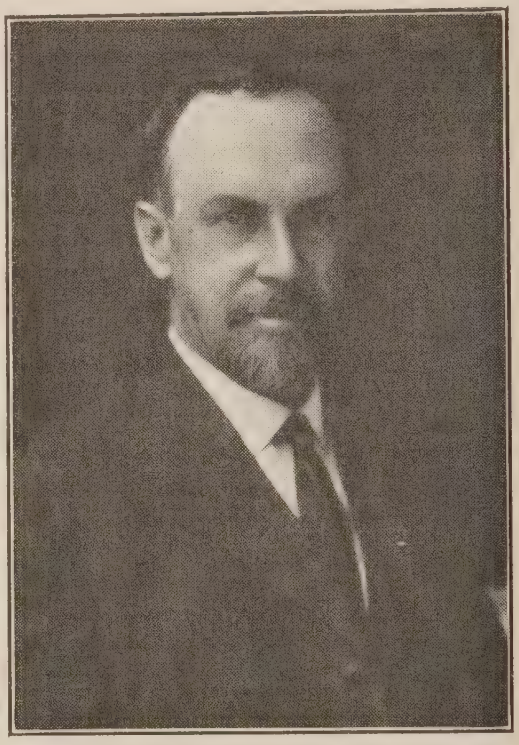
Founder of the Largest Mail-order Seed House in the World—Member of Horticultural Societies and Noted Authority on Sweet Pea Culture

W. ATLEE BURPEE, founder and head of W. Atlee Burpee & Co., seed growers, Philadelphia, died November 26 at Fordhook Farms, near Doylestown, Pa., in the 58th year of his age. Until quite recently Mr. Burpee was active in the management of the concern he established nearly 40 years ago, and which had come to be the largest mail-order seed house in the world. The slogan, "Burpee's Seeds Grow," was known throughout the country, and many of the best-known varieties of garden produce were originated and introduced by the House of Burpee.

In an authorized interview with Mr. Burpee, published in PRINTERS' INK for June 17, the policies back of the business were discussed. Those policies were very largely the expression of the personality of the founder, for the Burpee business to an unusual degree depended upon the preservation of the personal element in dealing with customers. At the start, in 1876, an attempt was made to secure distribution through dealers, but Mr. Burpee soon realized that the only permanent asset the seedsman can rely upon is the good will value of his name and trade-mark, and that personal dealings with the ultimate consumer afforded the surest way of building good will. "If you are not satisfied you can have your money back any time within the year" and "the catalogue must sell the goods" may be set down as the cardinal principles of the business.

Mr. Burpee was strongly opposed to the policy of forcing sales by over-insistence. He personally wrote every description of the goods which went into his catalogue, taking endless pains to avoid any suggestion of exaggerated claims, and then advertised that customers would not be troubled with follow-up literature. As he told the representative of PRINTERS' INK: "In this business, forced sales are like forced plants—you can raise them, but the natural growth is better."

Burpee advertising has appeared in national mediums for more than 30 years. He was one of the first to use color reproduction in catalogue work, and the long line of framed covers and inserts from his catalogues which hangs in his office afford an interesting record of the progress of the art. During the past season inquiry-producing copy was run in more than 700 mediums, and more than 1,200,000 catalogues were sent out. Some idea of the growth of the business may be gathered from those figures.



W. ATLEE BURPEE

Mr. Burpee was a life member of the Royal Horticultural Society of Great Britain, and of the Société Nationale Horticulture de France, and was active in many other horticultural societies in this country and abroad. His name is associated with the development of many new varieties of flowers and vegetables, and he was one of the foremost authorities on the culture of sweet-peas.

TRUTH'S Editorial Power

TRUTH is published and edited for the propagation and defense of the faith of **16,309,310** persons living in the different states of the United States.

The high character of TRUTH and the policy of accepting nothing but legitimate and responsible advertising assures our advertising patrons a favorable response and unhesitating patronage.

TRUTH'S Purchasing Power

Eight thousand one hundred and four buyers for institutions on TRUTH's subscription list made purchases during the year 1914 amount-to **$132,938,016.00.**

Seventy thousand buyers in families on TRUTH's subscription list expended during the year 1914, **$52,000,000.00.**

TRUTH'S Publicity Power

TRUTH was read to and read by **1,198,604** students, professors, teachers, physicians, interns, nurses, inmates and persons in the families of our subscribers.

TRUTH'S Circulation Integrity

The audit made by the auditor of the Audit Bureau of Circulations completed November, 1915, which announces that TRUTH MAGAZINE has an average monthly circulation during the year 1915 of **70,000** paid subscribers. Official report of this audit will be mailed to any person on request. TRUTH *has existed eighteen years on its subscription receipts alone.*

TRUTH is entitled to consideration when dividing your client's appropriation.

Copy for current month closes on the 15th.

TRUTH MAGAZINE, Inc.

JOHN J. O'KEEFFE, *President*

412 Eighth Avenue **New York, N. Y.**

From Master Mariners

A LAWYER became a manufacturer. His habit was to consult precedents and so, to fit himself for his new duties, he read everything he could find.

In his trade papers he found able discussions of the questions puzzling his new associates. Still these questions remained unanswered.

Then it occurred to him that if the freshness of his viewpoint was to aid him he must not let himself get too close to his subject—until later.

In PRINTERS' INK he found methods of countless industries—failures for which other men had paid and successes by which others had profited.

Then he formulated his policies—not from the experiences of his competitors whose histories were known by the very office boys in his factory, but from the experiences of men in unrelated industries—men who had in common with him only three basic elements: a product, a market and a sales force to bring one to the other.

To him PRINTERS' INK was a logbook from which he learned the shoals and channels of uncharted, foreign waters. He could learn little of the world from contemplating his own sheltered harbor. But he became an able pilot from learning his seamanship from master mariners of many crafts.

PRINTERS' INK.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $60; half page, $30; quarter page, $15; one inch, $4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, DECEMBER 2, 1915

Knowing Competitors' Lines

Do you want your salesmen to know too much about competing lines? Is it a weakness, or a strength? Or is it a good thing when you hold an unassailable position with the best article on the market to promote, and a bad thing when you are playing second fiddle?

"I don't want my salesmen to know too much about competing cars, good or bad," says an automobile agent. "I want them to be just well enough informed not to be surprised when a customer springs something. Then they will not be decoyed off into adventurous discussions on technical points of difference instead of gently but firmly leading the conversation back to our distinctive features and thus shaping it up to a profitable conclusion. It's safer for him and for us to stick closely to our own story and let the customer learn the other side, if he is interested in it, from the other fellow."

This view of a veteran sales manager does not really clash with that expressed in PRINTERS' INK a few weeks ago, upholding a space-seller's contention that he had a right and that it was good business, under certain circumstances, to make legitimate comparisons of his medium with other mediums. These are studied comparisons, with reference to an admitted standard. It is in the unguarded discussion of what are, at best, matters of taste and opinion that the danger lies.

The criterion, evidently, is not merely if a thing is true, but whether it will help to say it. Does it not depend a good deal on the way it is said? There are differences between methods or services which must be discussed, which are, in fact, the very stock in trade of the makers or performers, but you do not catch the experienced salesman staging two competing articles or services in his solicitation. On the contrary, he dignifies competition by only a moment's comparison, then drops it out of sight while he goes on to magnify the differences into advantages for his own goods and to paint a sales picture in which they receive exclusive attention.

President Dula, of the Liggitt & Myers Tobacco Company, talking in *Collier's*, describes the principle in a very happy way:

"I have often thought that the worst thing a man could do to his competitor would be to send him a copy of his daily orders and let him look them over. The competitor probably would spend so much time looking over the orders that he would forget his own business."

There is, at any rate, enough truth in that to point a moral for one's own salesmen.

A Warning to Trade-mark Infringers

From time to time the National Biscuit Company sends to its stockholders in book form a summary of the numerous attempts which have been made to pirate its trade by means of trade-mark infringements and copying the dress of its packages. The fifth edition of the book which has just been sent out contains a tabular arrangement by

years, which shows the number of individual instances to date in which unfair practices have been abandoned. We find that there have been no less than 882 such abandonments by people who thought it easier to steal part of the National Biscuit Company's business than to build up a business of their own. In 49 of the cases, the company has been obliged to go into court and sue for an injunction in order to stop the fraudulent practice. The rest have been successfully handled without litigation.

What eternal vigilance has been necessary may be gathered from the fact that, exclusive of the court cases, there have been 145 abandonments of imitations of the In-er-seal trade-mark, 58 of Uneeda Biscuit, 48 of Red Label Graham Crackers, 35 of Social Tea Biscuit, 19 of Oysterettes, 10 of Nabisco, 18 of Zu Zu—to mention only a few of the many brands. Some of the imitations have been rank copies of the company's labels, while others bear evidence of a skilful attempt not only to deceive the consumer, but to hoodwink the courts. An almost unlimited variety of this kind of piracy is to be found in the list of exhibits. There is similarity of names, similarity of meanings (like "Iwanta" for Uneeda), similarity of sound (like "Hoo Hoo" for Zu Zu), similarity of colors, typography, wrappings—there are no less than 72 cases in which the company found others refilling its cans and boxes with spurious goods. One concern, which was enjoined after a protracted trial, put out 17 different infringements of the company's packages. Some were so skilfully conceived as to preserve the appearance of honesty when considered separately. But when taken all together, the fraudulent intent was perfectly obvious.

We wish it were feasible to give a wider circulation to the information contained in this book than is possible by confining its circulation to stockholders in the company. It ought to serve as a pretty stern warning to such concerns as still imagine that they can trade upon the good will of others and get away with it. A record of nearly 900 separate infringements in the business of a single concern in the space of ten years is rather serious, and as we have said before, this is one place where wider publicity is needed.

Teaching the Farmer the Value of Quality

It is striking to note sometimes how the interest in merchandising principles is spreading and how the influences for higher standards of business are at work through many different channels. Here, for example, is the Wisconsin Bankers' Association which is publishing a "Farm Bulletin" for the purpose of making the farmer a better business man, raising the quality of his crops and teaching him more profitable marketing methods. A recent issue which has come to our notice deals with the advantages of marketing a high-grade product under a trade-mark and in attractive packages, and instances are cited of success with typical Wisconsin farm products —such as cheese, butter, eggs, apples and potatoes.

"Hood River apples are selling in Wisconsin at two and a half cents each," says the Bulletin. "Apples grown in the Middle States are selling at less than one cent each in bulk; the quality is frequently as good, but cannot be depended upon. The Western apple-growers are a long way from market. The necessary costs are heavy and often leave little for the producer. It is the enterprise of the Western grower in raising the quality to the highest point; putting his product up in attractive packages, and co-operating in the sale of them that keeps him in the business at all. It is the lack of these qualities in the fruit-growers of the Mississippi Valley that permits the man two thousand miles away to take the market from him."

The Wisconsin bankers will do the farmers a great service if they succeed in convincing them of the value of uniformity of product as regards quality and the value of

the trade-mark as a certain means of identification. And the bankers have the right idea, too. Thus we read:

"High quality of goods alone will not solve the marketing troubles. It is useless for one creamery patron to undertake by himself to gain by reaching a high degree of excellence in cream production while his neighbors' produce is of low grade. The bad apples will spoil the good ones. The success of the Moquah community in dairying, of the Conrath neighborhood in potatoes, or of Waukesha county in cows are examples for the rest of the State in what it means to get a group of people interested in products of quality."

All this is of direct interest to the advertising man, for advertising is a necessary part of any highly efficient scheme of production and merchandising. We believe that some day the wasteful and inefficient system of distributing farm products will be remedied largely by the help of advertising. And it is just such work as this of the Wisconsin bankers which is helping to bring it about.

Effectiveness of the Campaign for Honest Advertising

We print elsewhere in this issue the report of an investigation by a special committee of the Boston Chamber of Commerce into the effectiveness of the various State laws against fraudulent advertising. This represents what is probably the most thorough inquiry of the sort that has yet been made, and bears out what PRINTERS' INK has maintained from the very start of the campaign against dishonest advertising; namely, that the purpose of the law is not so much to secure convictions as to give the support of authority to the local committees who are charged with the duty of handling offenders. Naturally PRINTERS' INK is pleased with the strong endorsement given to its Model Statute, and the Associated Clubs may congratulate themselves upon this new proof of the efficiency of the Vigilance Committees.

The progress which has been made in the short space of four years is striking in the extreme, when one comes to look back at it. At the time of the Boston Convention, in 1911, when the subject was first seriously discussed, there were laws in three States only out of 48, and those laws so qualified and hedged about that it was worth no man's time to appeal to them. The Vigilance Committee idea had not even been formulated. To-day the roster of States which have passed laws against fraudulent advertising, at the request of the advertising industry itself, numbers 31, and in 12 of them the PRINTERS' INK Model Statute has been enacted without modification. We believe it would be difficult to find a parallel instance in which an industry has voluntarily gone to work with such unanimity to raise its own standards.

And now for the immediate future. The majority of the State Legislatures do not meet in 1916, but there are to be regular sessions in Georgia, Kentucky, Maryland, Massachusetts, Mississippi, New Mexico, New York, South Carolina and Virginia. With the exception of Maryland, Massachusetts and New York, none of the States named have enacted fraudulent advertising laws. Massachusetts is to make an attempt to amend her law, as foreshadowed in the Chamber of Commerce report, and Maryland has a statute (enacted in 1914) which is practically the same as the law Massachusetts is trying to discard. New York's law was amended last year, but it still falls short. The PRINTERS' INK Model Statute ought to be introduced and passed in each of the States named. We stand ready, as in the past, to help by every means within our power.

Traxler with Chappelow Agency

Joseph Traxler, for a number of years an advertising agent in Cincinnati, has joined the staff of the Chappelow Advertising Company, St. Louis.

Well! Well! What a change!

A new day has dawned in the motor car industry.

At last manufacturers are investigating magazine claims and circulation values.

The Weed Chain Company started the ball rolling.

Last week three of the biggest car manufacturers in Detroit started independent investigations among *their* car-owners.

It won't be long before every advertiser in the industry will follow suit.

After all, it is the only way to get a real line on the *magazine preferences* of automobile buyers.

And in these busy days, when the busy man and woman have time to read only their *favorite* magazine, it is important for you to know what magazine that is.

Incidentally, the more investigations there are, the more automobile advertising for Cosmopolitan.

NOTE:—If somebody stole your copy of the Weed Chain investigation, write me for another—I have just ordered a second edition.

Francis Wurzburg

119 West 40th Street
New York City

THE AD THAT LIVES

FOREVER ON ANY MAN'S DESK

IT TALKS for YOU and WORKS for HIM

Your trade-mark, product, etc., reproduced on top—see illustration below.

A handy Paper-Weight, Memo-Clip, Calendar and Crook-proof

CHECK-PROTECTOR Pat. 1915

These Souvenirs serve as Co-operation against check-raising, loss of money, etc. Made in Nickel, Silver and Gold Plating.

Get One NOW Nickel Finish. Sent Postpaid for stamps or Money Order. **$1** Write for quotation in souvenir quantities with individual top design.

HANDSOME USEFUL XMAS GIFT

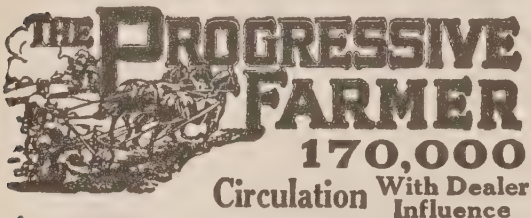
HOW MANY CAN YOU USE?

AMERICAN CHECK PROTECTOR CO.

200 5th Av., N.Y.

Seventh Floor

Gramercy 3451



170,000

Circulation With Dealer Influence

"No Fakes for Man or Beast or Fowl"

Raleigh, N. C., Memphis, Tenn. **Birmingham, Ala. Dallas, Tex.**

I wish to hear at once from

A Sales and Advertising Executive

of strong personality, with ability to select, organize, enlarge and inspire a sales-force that *will make sales.* Must be able to write forceful, convincing, "ginger" letters and conduct a direct advertising campaign—must be long on tact but able to "drive" if necessary. Preference given Western man, over thirty, now living in New England or New York.

Remuneration will be adjusted on a 20% basis on commission earnings of salesmen. A substantial weekly drawing account will be allowed. Settlement to be made monthly. Opportunity to increase sales force and earnings—unlimited.

I do not wish to employ nor will I keep in this position a man who is unable to secure enough business to bring his annual commissions to at least seventy-five hundred dollars.

Give all details in first letter. Replies to be considered strictly confidential. "W. A.," Box 366, care Printers' Ink.

The Battle with the Books

Look through any newspaper and you will find many enticing bids for your spare time and your spare change. The theatre with paid advertisements and columns of gossip and pictures printed as news, is always inviting you and, broadly speaking, always getting you. In open weather there is an ever-standing and ever-eloquent invitation to the baseball park. You are constantly made aware that there is much pleasure in machines which reproduce the human voice and instrumental music. The enjoyments of moving pictures are daily represented to you. Words and pictures continually suggest the fun you can have with an automobile. Railroads and hotels are always talking to you through the printed page of the allurements of travel.

Amid this powerful chorus of invitations the most dependable and enjoyable recreation known to man—acquaintance with permanent literature—makes only an occasional thin chirp. Once a week, perhaps, there will be a few advertisements of books, mainly new novels, and a couple of columns of comment thereon. That drama, sports, travel, music, and much else, are contained in the pasteboard covers of certain old books is not mentioned.

Mr. Carnegie invested a hundred million dollars or so in libraries. The investment of one-twentieth of that sum in the best means that could be devised for getting people into that part of the libraries containing standard literature would go a long way toward doubling the social value of the donation.—Editorial, *Saturday Evening Post.*

Lord & Taylor Propose to Quit Wholesale Field

A meeting of the stockholders of Lord & Taylor to take action on the proposed divorce of the concern's retail business from its wholesale business was announced to take place Tuesday, November 30, at the company's offices in New York. J. H. Emery, president of Lord & Taylor, with several associates, among whom is George E. Beers, a present stockholder, has made an offer for the wholesale business, including the "Onyx" hosiery and the selling agency for Winship, Boit & Co., makers of "Harvard Mills" and "Merode" underwear. Should the stockholders authorize the sale, the proceeds will be devoted to reducing the bonded indebtedness of the retail business.

Another Ready-cut House Builder to Advertise

The Graham County Lumber Company, Asheville, N. C., has acquired a furniture factory and will make ready-cut house-building material. Owing to being located in the lumber-producing district, the company believes that it will find a ready market. Advertising will be used, as it has been the leading feature in popularizing this class of material.

Commercial Club's Use of Advertising

In 1914 and again this year the Commercial Club of Duluth, Minn., conducted a newspaper advertising campaign locally, primarily to secure added membership but with a deeper motive behind the plan. As regards new members, last year the committee secured 157 new names in a city of 90,000 people for a club that already had 1,100 in its organization. It is expected that these figures will be closely approached this year.

The underlying motive for the campaign is to secure greater interest in club affairs among present members and a greater appreciation of what the club is doing among non-members. The copy, which is 100 lines deep across two columns, outlines the club's benefits and activities, taking up one subject at a time. The following is typical of the series:

DULUTH WAS DIVIDED.

"The Northern Pacific Railroad nearly two years ago cut the City of Duluth in two for transportation purposes.

"The movement of freight to and from industries at New Duluth and Fond du Lac was made a 'line haul' instead of a 'switch.'

"The result was an immense increase in costs for everyone who moved freight over the Fond du Lac line.

"A condition was created that would have driven away from Duluth every industry contemplating locating here.

"The Traffic Commission of the Commercial Club, equipped for just such work, protested the division and secured a favorable decision from the State Railroad and Warehouse Commission.

"One shipper's voice is weak in protest; an organization like the Commercial Club can speak for the city as a whole.

"The traffic work at the Commercial Club benefits your business. Do you contribute to its support?

"MEMBERSHIP CAMPAIGN,
"November 16th to 19th."

Erie Railroad's Booklet on Locomotive's Centennial

To mark the lapse of a century since George Stephenson built the first locomotive, in 1815, the Erie Railroad has issued for general distribution a 32-page booklet chiefly given over to old prints of locomotives that have helped in the development of American railroading, together with some of the modern engineering giants that now haul the trains on the Erie.

According to the booklet, the first locomotive brought to America—in 1829—was put in operation by Horatio Allen, who later became president of the old New York and Erie Railroad (now the Erie).

Truman A. De Weese, director of publicity for the Shredded Wheat Co., spoke on "The Lazy Dollar: How to Put It to Work," before the members of the Six Point League, New York, Nov. 29th.

My Two Specialties

Direct Advertising
Dealer Cooperation

I know how to plan comprehensive campaigns in these two branches of advertising; and how to plan, execute and distribute the matter which enters into them—house organs, booklets, hand books, mailing folders, enclosure folders, blotters, flyers, display pieces, sales letters and electrotyped ads.

Trade paper and class paper campaigns have likewise been features of my eight years' successful merchandising experience—three as salesman, one as district manager, four as assistant advertising manager. College trained, thirty-one years old, and married. Ready to direct the advertising activities of some big, progressive manufacturer. "D. C.," Box 364, care Printers' Ink.

Here is a JOB!

One of the oldest and best known agencies wants another Service Man for a rapidly growing branch organization. His work will be planning and directing the service for six or eight well known national accounts. His qualifications must be (1) real advertising and merchandising ability as demonstrated by past successful performance; (2) sufficient ability as a salesman to put his plans "over"; (3) a personality that will command the respect of substantial business men; (4) the capacity to grow to larger responsibilities. In applying, give complete business and personal history, send photograph if convenient, and give some idea of immediate salary requirements. Address "WEBB," Box 365, care Printers' Ink.

The Little Schoolmaster's Classroom

THE Schoolmaster is getting actually worried about the length of the legs of the men's clothing models. He has for some time been reconciled to the Clothing Model Chin, but he isn't used to seeing the men's legs from six inches to a foot and a half longer than nature intended them to be. Lincoln is said to have said that the proper length for a man's legs is from his body to the ground. The modern idea in clothing illustration seems to be that these useful appendages should extend from the body of the Protruding-Chin Youth to the extreme bottom of the type page. But if this thing goes much further, some of the magazines will have to adopt deeper pages. If the trousers are really as long as they are pictured, the manufacturers are entitled to something extra for the goods in them.

* * *

Cyril Highstepper was distinctly of the new school of salesmanship. Not only was he up to the times but actually a bit ahead of them. Of course he was a walking encyclopædia on his subject and realized the great advantage of learning as much as possible about the manufacturer's business before calling on him to present the claims of the "Female Automobile-Owners' Magazine." Any good salesman would go that far. Mr. Highstepper had gone several steps further. He had studied brand-new brands of psychology and phrenology and had taken special lessons in the wonderful art of reading human nature at a glance. It was not enough to rely on the instinctive measure that one keen man takes of another when they meet. That was but a taste of the real thing. Highstepper's lessons had taught him that blue eyes meant one thing and brown another; that there was a reason why one man's ears were large and thin and another's small and thick; that certain temperamental qualities made one man spread his hands out on his knees while he talked, while another twisted his fingers. These reasons only the few wise ones understood. All these valuable data he classified and charted. When Highstepper met a man, he gave him a steady, searching, enveloping look and then flashed his thoughts back to his dope-book.

On a certain morning in a certain town, Highstepper stepped jauntily out of the elevator and inquired for J. Boswell Brown, a certain advertising manager. Gentle Reader, it is your right to know at this point that the lessons in reading human nature instantly set forth that the man who sticks an abbreviation in front of two names spelled in full, is more than likely to be a vain fellow. If he calls himself just J. B. Brown, the chances are that he is careless. If he signs as Julius Boswell Brown, that is a fine indication of a pompous nature. Keep these important facts in mind, for they may happen to work out right once or twice in your life.

"Awfully glad to meet you," gurgled Highstepper, getting away from the mark in strict accordance with the chart at the moment nestled snugly in his inside vest pocket. "I have been hearing of you almost all of my life but never had the pleasure of meeting you before."

"I trust you have heard well of me," murmured the other in a manner that somewhat startled Highstepper. But he resolved to hew to the line:

"Well, I should say. And I want to tell you, Mr. J. Boswell Brown, that your new catalogue is a wonderful production. I went home the other day and found my wife reading the copy that I sent for after reading one of your irresistible advertisements. Mind you, she didn't ever know that I sent for the book, but she said to me, 'Cyril, please hereafter buy me only Fisher's Fudge and Taffy. I have been reading all

about the Fisher candy in this wonderful book.'"

Highstepper paused for breath. Said the other man dryly: "I'm glad to find somebody who liked that catalogue. We don't, and we would have refused the job and let the printer sue if we hadn't been up against it. It is one sorry mess."

Highstepper was amazed. Could it be possible that this man was a well-balanced fellow after all? Was it possible that his way of writing his name may have been the idea of his parents, and that he merely let their preference stand? Brown had rather large protruding ears, his eyes were grey, his nose large and slightly

Surest Thing You Know

If you are a Mail-Order Advertiser, combing the lists for result-producers, you overlook the "one best bet" if you are not using GOOD HEALTH. Its subscribers make up a list of Gilt Edge Mail-Order Buyers. I know because—every subscriber we have has been secured as the direct result of mail advertising. And—the kind of literature we publish is of interest only to well-to-do people, above the average age of thirty-five years, well established in life and with means and leisure to cultivate health. I know their financial standing and their ability to buy. Let me tell you how I secured this information. It makes mighty interesting reading for a poor, hungry Mail-Order Advertiser who is seeking circulation *without "waste."*

J. Dwight Brewer
Advertising Manager

GOOD HEALTH

1812 W. Main St.
Battle Creek
Michigan

Large-Order Printing *at Cost*

During January, February and March 1916

A big, splendidly equipped plant is in a position to handle a limited number of large orders at cost, excepting rotary work, during the above months, provided their size warrants acceptance.

Boston, Baltimore, Philadelphia, New York and other Eastern advertisers will find our proposition of particular interest, as this is the largest plant east of Chicago, handling in its entirety printing, binding, and electrotyping. Capacity 50,000 cloth and leather bound books daily, plus countless numbers of paper bound editions. 10 daylight factories, with over 300,000 square feet of floor space. Financially responsible to the extent of $750,000 capital. For further information address

PAUL MEHARD REED

In charge of Eastern sales

40 Gramercy Park **New York City**

(See Forrest Crissey's article in Saturday Evening Post, Oct. 23rd)

"GIBBONS Knows CANADA"

Premium Specialties

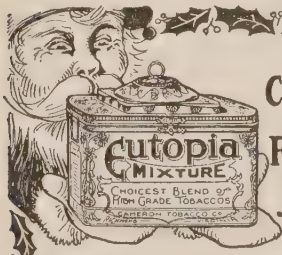
International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c

S. BLAKE WILLSDEN
Heyworth Bldg. Chicago

Building Material

Advertising Man and Sales Builder open for position. Now employed and making good. Knows advertising, catalog work, printing, engraving, lumber, millwork, roofing, wallboard, architecture and building specialties. Capable copyman, sales correspondent and sales manager. A young man who is able and willing to make himself valuable to an Agency, Manufacturer or large Retailer. Address "R. M.," Box 368, c/o P. I.

I Have the "Growing" Pains
If you too want to grow, let me sow the seeds of increased business, by building up your mailing list, writing attractive catalogues and forceful advertisements, editing a house organ, and handling correspondence. Am a college graduate, 22, and now employed in lighting fixture field. I want to plant myself permanently and if you have an opportunity, write now — RIGHT NOW. "L. K", Box 369, care Printers' Ink.



An Ideal Christmas Gift to Your Father, Brother or Friend

For $1.50 we will send to any address in the United States a Wellington pipe, well known to pipe-smokers, and one pound of our celebrated

EUTOPIA MIXTURE
For Pipe or Cigarette *Sold by Mail Only*

An easy way to solve your Christmas problem

CHRISTMAS GIFT OFFER—Look up your Xmas List today and send us the names and addresses of those whom you know to love a thoroughly good pipe-tobacco. To each we will then send this delightful blend of self-cured, well-aged tobaccos in a handsome humidor, together with the pipe, on any day you specify – by mail prepaid. **And with each Humidor we will enclose your card and an artistic, pleasing Xmas Greeting,** Enclose $1.50 for every pound of EUTOPIA ordered.

You need not feel uneasy about sending EUTOPIA to the pipe lovers on your Gift List. Should they not enjoy this mixture return it at our expense and we will refund your money. But they WILL like it.

Interesting booklet and hundreds of letters from satisfied customers who smoke Cameron Mixtures exclusively, sent on request.

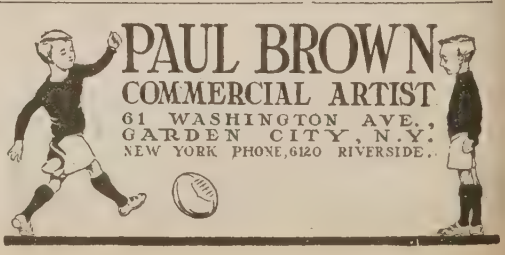
CAMERON TOBACCO COMPANY
Semmes and 9th Sts. Dept. E. Richmond, Va.
Bank Reference: National State and City Bank, Planters' National Bank of Richmond
The above offer expires after January 15th, 1916.

turned down. Now and then he grasped his left forefinger tightly and twisted it.

Slightly confused, Highstepper mentally ran quickly over all the dope for coloring and "form characteristics." Fortunately just then he remembered the parting admonition of his Human Nature Professor—"One characteristic of face, form or manner is not enough on which to base a judgment. Consider all these things together." Ah, well; J. Boswell Brown was a decided blond, and blondes are impulsive, emotional and good mixers in every instance except where they are not! Highstepper beamed once more. "Congratulations, old chap, on being able to see and admit the faults of your advertising. You're one in a thousand. Try this brand. You don't smoke! Well, it looks as if I just broke right in here on you at your lunch-hour. Give me the pleasure of your company at luncheon and we can have a nice little chat without interfering with your day's work. I was hoping that I wouldn't have to eat alone here in your town."

But J. Boswell Brown courteously explained that for some time he had refrained from eating at the noon hour—that when he did eat he usually walked home for the meal, preferring that to a luncheon at the club.

It requires only a few more lines to end this painful story. "I need one more course," mused Highstepper as he walked away after a short conversation, feeling that he had made a poor start. "That course I can give myself. Part I will be devoted to forgetting theories that are founded on one-third truth and two-thirds nonsense. Part II will be 'How to use plain, old-time common sense in studying people and dealing with them.'"



"Song Publisher Grins" was the newspaper headline over the account of the trial of an advertiser in a United States District Court on the charge that he had held out false hopes of fame and wealth to many poets who seldom received any royalties on their songs. The type of advertising is familiar to those who read classified columns and the small displays. The advertiser sets forth that if you will write the words of a song he will attend to having appropriate music written and also to the marketing of the production. Of course there is a slight expense attached to the preliminary work—usually from $35 to $45. The Schoolmaster once, as a test, wrote some so-called poetry that would have jarred the nerves of an assemblage of tomcats, and sent it on to one of these song publishers. Word came back by return mail that the verses had considerable merit and with a little shaping up would doubtless make a hit.

What caused the grin in the case here referred to was the denunciation of the defendant by the District Attorney after reading the following letter addressed to the song publisher by a woman of 60 years.

"Now, Mr. ———, will you push my song when the music season opens again, or will it have to die? I am sure if you would only try you could make a success of it, for when you say 'go' a piece of music does go. I beg of you to make mine bring me enough to buy my winter's coal at least, for situated as I am I can't even go to a poor house, for I have a good house, but I can't eat it, wear it, burn it or sell it. So there I am stranded."

The old lady had paid out $35

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 133,992. Rate 35c.

GENTLEMAN

Having been identified with several of the largest Department Stores as General Managing Superintendent at a salary approximately $1,000 per month, now desirous of a change, seeks an opportunity in a like capacity or as an executive with a large manufacturing concern.

My credentials are of the highest possible character.

Address

Manager, Room 409
Bulletin Building
Philadelphia

Advertising Solicitor Wanted

A splendid position is open for a clean-cut, live-wire solicitor between 25 and 30 years of age. Two years' experience with class publication essential. College man preferred. Apply by letter or in person any morning before 9.30 to

VICTOR BARCAS
432 Fourth Ave., N. Y. C.

and had received royalties of 38 cents. The advertisement that caught her had appealed to a natural ambition—one that thousands of people seemingly have. She has learned a bitter lesson about advertising, thanks to an indifferent publisher who introduced the song proposition to his readers. And the song publisher grins. Fine joke, isn't it? It is to be hoped that reputable advertisers will not be much longer in seeing that these betrayals of the confidence of readers are not jokes, but have a serious effect on the power of honest advertising.

* * *

Just above the sign of a Loft's candy store on a New York street there is a sign reading, "Lofts For Rent." Just a coincidence, of course, and has no reference to the little Lofts.

* * *

"The Clerks Behind Our Counters Know What's On Our Shelves" reads a sign in a big New York hardware store. It's a big thought and certainly important, if true.

* * *

The Schoolmaster, after spending three days at a manufacturers' convention, reflected that professional advertising men would be accused less often of doing surface work if they could see more of the inside problems of manufacturers' business. Here were illuminating discussions on price competition, the package for the goods, trade and cash discounts, dealer relations, uniform quotation practice, etc. Advertising prepared without some intimate knowledge of all these things is likely to miss the mark.

Ward's Cake on the Boards

Packaged cakes, made by the Ward Baking Company, are being advertised on posters in practically every territory where distribution has been secured. Newspapers and car-cards have likewise been used in some of the cities where bakeries are located.

To assure fresh cakes to its patrons the company has developed a system of labels that tell the day each cake is baked. Every Ward salesman knows just how long a cake should be out and promptly exchanges every carton that is on the dealer's shelf a day over time.

Wide Industrial Scope of the South

B. H. Miller
PUBLISHERS REPRESENTATIVE.
New York, Nov. 26, 1915.

Editor of Printers' Ink:

In your issue of Nov. 25th, you published an article, titled "One Year's Conservation Brings Back Prosperity to the South," which I have read with considerable interest.

Your title and opening paragraphs are so worded as to give the *impression* that the article covers general conditions throughout the entire South, whereas it is really true of only those States in which cotton is a predominant factor. Your interviews, although extremely good, are exclusively with men from Georgia, who recite conditions which are found locally in their State, or perhaps in closely adjoining sections, and you must be aware that they do not represent the average conditions for the entire South.

An investigation in this matter will show that in the 13 States, which are generally conceded to compose the South, cotton constitutes but 29 per cent of the value of the total agricultural production, and but nine per cent of the total income from all sources. Based on current prices, the 1915 grain crop alone is more valuable by a hundred millions than the most valuable cotton crop ever raised in the South. The 236 lines of manufactures which are carried on in the South produce an income which is fully one billion dollars greater than the total agricultural income, and the mining and lumbering industries are nearly as large individually as cotton.

I have found that nearly all Northern manufacturers hold the erroneous belief that the South is prosperous or poor according to its cotton crop, and it has been a very difficult matter to make them see conditions as they truly exist. I feel sure that a careful investigation of this subject on your part, would demonstrate the truth of my statements.

B. H. Miller.

State Aid Promised to California Peach Growers

The California Legislature has established a Department of Markets, with a Market Director in charge, and has appropriated $25,000 for the first year's expenses. H. K. Weinstock, the new Market Director, announces that his first effort will be to help the peach growers to carry out their plan of organizing a co-operative marketing association. A trip to the Eastern markets is contemplated with a view of ascertaining actual conditions.

The Lauson-Lawton Company, De-Pere, Wis., is using a list of farm papers to advertise the "Wisconsin" electric-lighting system for country homes. The system is operated with a gasoline engine. Distribution is through retail dealers.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service 131 East 23rd St. New York

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

A well-established trade paper wants a good advertising representative in a very profitable territory. Box 730, c/o P. I.

Advertising man, consumer mail order experience, for manufacturer children's garments, central Northern city. State age, pay, married, experience. Address Box 857, care Printers' Ink.

SOLICITORS ON COMMISSION

Write experience, references, earning capacity, etc.; interview granted on written application only. Address Lee Lash Studios, 308 East 48th St., N. Y. City.

SALES MANAGER WANTED

Small concern engaged in manufacturing wishes to locate wideawake young man who can take up selling actively and at the same time install simple sales system for three or four other salesmen. Man who can invest $5,000 or $10,000 in the business preferred. This is a good opportunity for a young man twith energy and capital to locate with a growing concern. Reply stating age and experience to Box 851, care Printers' Ink.

PRINTING SALESMEN

A complete printing and binding establishment with big facilities desires two or three salesmen controlling large accounts. State full details in reply. B. J., Box 853, care Printers' Ink.

An excellent opportunity for a man who controls active accounts to connect with an up-to-the-minute co-operative advertising agency. We will base his drawing account on the business he turns over. State full particulars and references. Box 864, care Printers' Ink.

Wanted: High class salesman to sell on straight commission basis a legitimate publicity service to banks and trust companies, representing an organization which stands high in the estimation of bankers. Eastern territory. Apply, with credentials, Harvey Blodgett Company, St. Paul, Minn.

ASST. TO ADV. MGR. WANTED

Large Manufacturing Concern located in the Upper Michigan Peninsula require young man having had excellent experience in detail of advertising agency work, and in addition, considerable ability as Sales Correspondent and detail man in Manufacturer's Advertising Department. Position pays about $100 monthly. Give full details, experience, age, etc., in first letter. Box 813, c/o Printers' Ink.

We Want A Sales Manager

—A large paint manufacturing corporation has an opening for a ***real, sure-enough*** sales manager.

—A MAN, whose initiative, experience, ability and knowledge of men and methods qualify him to produce ***results.***

If you think you can "make good" let us know why you think so. Here's a big job for a big man. All communications strictly confidential.

Address, Box 850, care Printers' Ink.

OPPORTUNITY IN CANADA

We are looking for a man who knows selling and merchandising as well as advertising. Must be forceful, versatile writer and fully experienced in handling direct-by-mail campaigns. All other things being equal, preference will be given to the man who looks the part and who is open for immediate engagement. State fully experience and salary expected in first letter. Send representative samples of work and snapshot photo. C. C. Ronalds, Herald Bldg., Montreal.

POSITION WANTED

Editor—Experienced, original, vigorous, versatile, moderate; best references. Reid, 4870 Beaufort Ave., Richmond Hill, N. Y.

Agency or Adv.-Sales Dept. Age thirty, experienced correspondent, handling detail, writing copy, salesman, mfg. lines. Year's agency experience. Box 863, care Printers' Ink.

Young man of twenty-eight with university literary and legal education, experienced advertising manager and executive, desires position in larger field of endeavor. Box 862, c/o P. I.

Circulation Manager of 15 years' experience; competent and capable; no bad habits. Member I. C. M. A. Best references including present employer. Address Box 860, care Printers' Ink.

University graduate, 31, single, successful high and normal school teacher, wishes adv. position; preferably copy writing. Completed I. C. S. adv. course. Send data—let me write trial copy. Salary secondary. Box 852, c/o P. I.

A-1 ALL-AROUND ARTIST

High-class modern illustrator; is also expert letterer and copy-writer. Extensive agency and publishing experience. Executive ability. Seeks salaried position with responsible firm. Box 854, P. I.

Competent publication business builder with thorough knowledge of selling advertising by mail and personal solicitation, good artist, copy layout and make-up man, practical printer and engraver, is open for an engagement. Box 858, care Printers' Ink.

TECHNICALLY TRAINED ADVERTISING MANAGER with a practical, working knowledge of Chemical and Electrical Engineering wants a big job. Plenty of experience in buying every sort of advertising media. Wide experience in training Salesmen. I am a success in my present work. I want a chance to earn $5,000 with some other manufacturer. Box 855, care Printers' Ink.

Who can use this man? Eight years' experience in department store advertising; formerly practical printer and newspaper man. Master of type and layout; familiar technically with printing in all branches. 29 years' old, married. Salary secondary to opportunity. Box 861, care Printers' Ink.

Solicitor and advertising executive of wide, successful experience, favorable acquaintance in New York City and throughout Eastern territory, including New England, now engaged, would change for 1916, right opportunity offering; highest credentials; correspondence strictly confidential. Box 859, P. I.

Mr. Publisher,
In *your* advertising department, *now,*

there is room for an aggressive young advertising man who *knows* the value of consistent publicity and is *able* to carry his conviction to a prospective clientele.

I am a college man, age 29, at present in charge of publicity and correspondence for a large New York exporting house, having held this position for the past three years. Previously I had an association of five years in both the advertising and reportorial departments of several well-known newspapers.

The desire for a field richer in *real* possibilities is solely responsible for this advertisement.—May I hear from you?

Address, I. WILL WYNN, c/o P. I.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

I wish to devote more of my time to my outside interests and would welcome an associate in my profitable weekly trade paper. An advertising man who is a good mixer and has some money can make a good connection and eventually own the control. Box 734, care P. I.

One of our clients is overworked. He has other business interests besides his weekly trade journal which require his personal attention. He would therefore sell an interest in his publication to an experienced man who could relieve him of the major portion of the work. The property is valued at Fifty Thousand Dollars. Unusual opening for a hustler who commands some capital. Harris-Dibble Company, 171 Madison Av., N. Y.

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1915, 70,116; Sunday, 51,365. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. **Telegram, 14,130.**

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday **61,947;** daily, 80,176. For Oct., 1915, 74,377 **daily;** 64,464 **Sunday.** The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dolars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, **20,021.**

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,055 gross. 75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily **Tribune, 109,957;** Sunday **Tribune 155,144.**

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 123,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, **11,014.**

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; **Enquirer,** ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Liecty. Actual average for 1914, **23,017.**

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Oct., 1915, 134,978 daily; Sun., **166,411.**

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, **19,130.**

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (⊙⊙) **Sun., 33,018.** (⊙⊙) **The Evening Bulletin,** 48,772 ave. net paid for '14.

Seattle, Wash., The Seattle Times (is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great **productive value** to the adv. Av. daily circulation, 1914, **71,858;** Sunday, 90,368.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (⊙⊙) **Chicago.** Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (⊙⊙) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (⊙⊙) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (⊙⊙) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (⊙⊙) has the largest cir. of any tech. paper in the world.

THE PITTSBURG
(⊙⊙) DISPATCH (⊙⊙)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (⊙⊙) only morning paper among **600,000 people. "The R. I. Bible."**

The Memphis, Tenn., Commercial Appeal (⊙⊙) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both **quality** and **quantity** tests. Daily, over **64,000;** Sunday, over **98,000;** weekly, over **96,000.**

The Seattle, Wash., Times (⊙⊙) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (⊙⊙) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, **116,791** more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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ADVERTISING RATES—Display

$120 double page, $60 a page, $30 half page, $15 quarter page
Smaller space 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover	$125	Page 5	$100
Second Cover	75	Pages 7, 9, 11 or 13	75
Back Cover	100	Standard Double Spread	150

The Chicago Tribune.

THE WORLD'S GREATEST NEWSPAPER

FOUNDED JUNE 10, 1847.

ENTERED AS SECOND CLASS MATTER JUNE 8, 1908, AT THE POSTOFFICE AT CHICAGO, ILL., UNDER ACT OF MARCH 3, 1879.

All unsolicited articles, manuscripts, letters, and pictures sent to "The Tribune" are sent at the owner's risk, and The Tribune company expressly repudiates any liability or responsibility for their safe custody or return.

CHART OF TRIBUNE CIRCULATION FOR SEVEN DECEMBERS

Daily		Sunday	
1908	171,032	1908	296,816
1909	174,074	1909	300,009
1910	234,111	1910	357,845
1911	236,226	1911	363,465
1912	246,061	1912	366,977
1913	259,958	1913	392,664
1914	318,761	1914	524,800
*1915	354,520	*1915	558,396
Growth in 7 years	183,488	Growth in 7 years,	261.580

*Average for six months ending Sept. 30, 1915.

TUESDAY, NOVEMBER 16, 1915.

"Our Country! In her intercourse with foreign nations may she always be in the right; but our country, right or wrong."
—Stephen Decatur.

Member Audit Bureau of Circulations
Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIII — NEW YORK, DECEMBER 9, 1915 — No. 10

More Honey for the Land of the Honeybee

In 1847 Brigham Young and his llowers set out to find a haven refuge, a river of Jordan, a nd flowing with milk and honey. They chose as their promised nd a part of what is now Utah. ut how drear and drab it must ve been—a land of alkali, unrtile and undeveloped. Even one source of riches was forlding. There seemed nothing orth while but stern, frowning neral-filled cliffs.

Perhaps it was in a spirit of bterness that Brigham Young cled this new holy land the ate of Deseret, which, transled from the book of Mormon, ans "the land of the honeyb."

But even if the hive was loced far away from the heavy, h-scented fragrance of the ual honey-yielding flowers, the bees of Mormondom were not a wit deterred. Where flowers we not they grew flowers.

With a courage, an industry and a determination that succeeding generations must admire, the Mormons set out to develop their land and hold it against man and Nature, to make it picture the name which their prophet had bestowed upon it.

They seized upon the hope of irrigation, and, to the Mormons in this connection, whole large areas of the United States owe a deep debt.

Utah, or rather the State of Deseret, was the pioneer of irrigation—demonstrated its possibilities and so enormously increased the crop yield of the whole United States.

There were in 1913, as a result of this pioneer striving, 1,500,000 acres of irrigated land in Utah, yielding crops of astounding value.

This State has always suffered from a lack of suitable, and, until recently adequate transportation

(*The Ayer & Son advertisement is continued on page 109*)

The Winning Plan

Napoleon once said, "Only the men actually engaged in battle count."

In your battle for business it is well to remember that only the ads which "get into action" count.

No matter how much bulk circulation you buy, it isn't going to do much good if people can't get your goods.

One hundred thousand advertisements which are read and believed, in a state or section where your sales and distribution campaign has paved the way for action, is better than a million hit-or-miss circulation.

Particularly *when* you pay *pro rata* for the hundred thousand!

* * *

One big feature of Standard Farm Paper circulation is that you get practically every dollar of your advertising money "into action."

You pick the states or sections where you have distribution or are campaigning for it and concentrated for immediate results.

But don't overlook the fa that to-day the farmers a prosperous people. Their i come and desires are both the increase.

Many a business has be made a success by appealing the class of people who financial tide was rising.

Plan carefully—then act.

TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

ARE FARM PAPERS OF KNOWN VALUE

Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Progressive Farmer, Birmingh
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette

WALLACE C. RICHARDSON, I
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, I
Western Representati
119 W. Madison
(Advertising Bldg.), Chic

PRINTERS' INK
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
NTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.
OL. XCIII NEW YORK, DECEMBER 9, 1915 No. 10

Building Big Mail-order Business on Retail Chain Foundation

lfred M. Bedell's Unique Exploit Puts His Cloak and Suit Company in $8,000,000 Class

Authorized Interview by Charles W. Hurd With

Alfred M. Bedell

President of The Bedell Company, New York, Philadelphia, St. Louis, Pittsburgh, etc.

N advertising circles Alfred M. Bedell is known as the only an in the retail-store field who s made a conspicuous success of mail-order annex. It is the only tail concern that is appearing nsistently and conspicuously in te general magazines. Two years o, in the midst of the business pression, the Bedell mail-order siness is said to have increased 4 per cent over the previous year; moved into a new eleven-story me of its own. The increase s year is set at nearly 50 per nt.

t adds interest to these facts t the Bedell retail business is n merely a single store, even a partment store, but a chain of sen large and important specity stores located in New York, Bklyn, Newark, Philadelphia, S Louis and Pittsburgh. The last store was opened on 34th Sreet, New York, in September. Lcations in two other cities are beig secured.

When one reads in the Bedell acertising that it is the largest clk and suit house in the world, th claim must, of course, be consired as referring narrowly to the two lines, for which the hose unquestionably furnishes an enmous outlet; and not as embring the many different lines wch a number of other large catlogue houses carry in addition to cloaks and suits. Bedell also carries a few other lines, namely, waists, skirts, furs and millinery in both departments; and in the mail-order department, in addition, lingerie, hair goods, shoes and children's dresses. Business for all stores and the mail-order department amounted this year to $8,000,000.

HARD WORK AND ORIGINALITY

According to Mr. Bedell's own account of the business, its foundations were laid in hard work and a close application to detail. No doubt this is so, but hard work alone never explained any big success, and, as a matter of fact, the data gathered by PRINTERS' INK from Mr. Bedell, his friends and the trade show the inevitable originality of thought and method that went hand in hand with this particular accomplishment.

Mr. Bedell was still a young man, when, about 18 years ago, having sized up his father's retail corset, gloves and jewelry business on 14th Street as holding no very great promise of development, he opened up for himself a retail coat and suit business in two lofts above the store. The greater margin of profit in that line had attracted him.

The move proved a wise one. In a year's time he had outgrown

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the lofts; in two years' time he had bought his father out. Later he added more space and found himself in possession of a large store.

Up to this time hard work and not a little individuality may account for the progress. Then came the first departures, not yet strikingly original, but nevertheless suggestive of a growing grasp on business.

SUGGESTION FOR MAIL ORDER

"One day along in 1901," said Mr. Bedell, "almost by accident I got to reflecting on the fact that the store was filling a few mail orders from out of town. I wondered if there were not more where those came from and whether people who perhaps had never heard of us could not be persuaded to buy by mail, if for no other reason than as an experiment. Our list of out-of-town customers was a fairly sizable one, and I circularized this first with an eight-page folder, showing a number of coats, suits and waists. It went out to about 10,000 names. This proving satisfactory and indicating the existence of a market I had not realized, I laid out a larger campaign. I took the directories of the Hudson River towns and began systematically to circularize the names in batches of 50,000 and 100,000. It worked out splendidly.

"In this way the business grew from year to year, until by 1906 I had a regular catalogue and was ready, as I thought, to go into the women's magazines and advertise for a larger market. From that time up to the present the business has grown rapidly.

"My first ad was 50 lines in the *Ladies' Home Journal*. It advertised a five-dollar coat. The illustration was so large that it left little room for the text. I remember how I struggled to get an adequate description of the garment into those few lines, and how I doubted whether, after all, I could get enough in to make it worth while running. But I let it run at last and it was fairly successful.

"We now have a large list of papers, in what I might call thr classes or grades. We do not a vertise the same kind of garme to all three grades, but have o kind or value for each grade.

"But we are not trying a longer to test the copy by the nur ber of garments it sells. The ma idea is to get requests for the cat logue. Requests are costing less in most instances than th were last year.

"We have got to the point whe we know our mediums. We knc their circulation and their pulli power. If one of our ads do not produce, we know it is n the fault of the medium, but th the trouble is with the copy with the selection of merchandi for illustration.

"While the mail-order busine was growing, several things we happening that made its proble easier to solve than might othe wise have been the case. By 19 or 1907 I saw that the store 14th Street was approaching t limits of its growth. It wou continue to grow for some tin but at a diminishing rate, and t only way to get more out of appeared to be to add more depa ments. As the departments already had were the most prof able we could have, I was anxio to continue specializing on the and avoid weighting them do with others less productive. I f the way to grow was along t lines I already knew, though could not at first see how.

THINKING OF CHAIN STORES

"While I was pondering t problem there suddenly came in my mind the thought of cha stores. They were not so co mon then as they are now, a there were none in the coat a suit line, which was probably t reason I had not thought of the before.

"What actually decided me open a second store, in Brookl and a third soon afterward Newark, was the realization th I could carry them on nearly t same overhead, with the excepti of rent and store help, and th as I added more stores, I wo be able to afford better buyers.

"I had discovered long before hat one of the biggest secrets of etail and mail-order success was lose buying. 'Goods well bought re half sold,' you know. But the rices at which I could buy were nore or less limited by the volume f my purchases. The larger orders could give manfacturers, the etter prices I ould get. Conersely, the bet-r prices I se-ured and was able turn to offer y customers, the etter my own arket. And so . But the first ove had to be ine. Opening the w stores gave e the "wedge." Right here is e proper place to int out what is id to be a fun-mental differce between Mr. dell's enterprise ad the department stores that ry on mail-orcr departments. Another large il-order advertier recently expined* in PRINTE' INK why a il-order department is not popula in a department store. The yers hate it becse it "shows tlm up" when ty let the stock r out or overstk or take on "sckers." The bkkeepers and clical force hate it ecause it makes thn more work. Mail-order buyin is many times harder than depatment-store buying, just because mistakes cannot be covered up by special sales and markdowns: mail-order "murder will out." But just because that is so, mail-order buying under proper supervision tends toward greater efficiency.

MR. BEDELL BELIEVES IN LARGE ILLUSTRATIONS AND STRONG CLAIMS. ADS ARE JUDGED, HOWEVER, BY REQUESTS FOR CATALOGUES

Some few department stores have abandoned their mail-order departments in recent years, others regard them as a necessary evil and make no effort to develop them. A considerable number of stores are still satisfied they are making headway with them, but, as previously said, the departments do not loom up as conspicuous successes.

So far as the mail-order business is actually neglected by the department store, the real reason probably lies even deeper than the disposition of the buyers, in the character of the store itself. It is so large that any one department can rarely be closely supervised. The aim is rather to standardize as far as possible, so as to dispense with the need for expensive supervision.

That will not answer in the mail-order business except on the lowest levels. The buying and selling conditions shift so rapidly, that only high-grade personal attention suffices, and naturally, this is more than a match for the best of automatized departments.

*How Bellas Hess Won Style-Prestige n Mail Order Field, PRINTERS' INK, Ma 20, 1915.

The real trouble with the department store catalogue business is that it is run as a department. The Bedell catalogue success is due to the fact that it is run as a separate business. The buyers, it is true, are the same as for the specialty stores; but they *buy on a mail order basis;* they buy, that is to say, with the more exacting conditions of a mail-order business in mind and in immense quantities of a comparatively few things. The department store's volume of business is made up of a vast number of different items. There is a natural difference, too, between chain specialty stores and department stores, that helps to explain why they should have different experiences in this matter. Department stores are groups of many differing businesses; chains are made up of similar stores. The management of chain stores ought to be correspondingly easier. Their efficiency is probably nearer that of the mail-order house.

TWO RUN IN HARMONY

At any rate, in the Bedell Company, the two run in harmony, but as distinct businesses with the one set of buyers governed by no other considerations than to get the biggest value and style at the lowest cost. The company's catalogue experience shows the trend of requirements and the volume of demand. On the retail side, each store's wants are determined partly by its sales record, partly by the opinion of its manager, and partly by that of the chief merchandise man.

The chief merchandise man of Bedell's is reputed to be one of the highest paid in the field, and each department-buyer is a high-grade specialist, who has been made so by restricting her to a narrow line and making it possible as well as imperative for her to know it thoroughly.

"I saw from the beginning that it was almost altogether a matter of buying, style picking and advertising," said Mr. Bedell, "and that it would be poor economy not to get the best service possible. The apparent saving from the employment of low-salarie buyers might easily be lost by few bad mistakes. It seemed goo business to reduce that possibili to the minimum.

"At first I had a few good bu ers or merchandise people, as w call them, and each of them ha several departments. After a tim it became obvious that one won an, however good, could not bu so effectively for several depar ments as she could for one. Sh would be more efficient if sh were allowed to specialize an know all of the garments, fabric factories, etc., in a narrow fiel better than she could know the in the larger field.

"I could not be sure the theo would work out sufficiently we to show an actual economy, but determined to try it. Each me chandise person was given o department only, one for coat one for suits, etc., and did much better with it that there w never afterward any question my mind that that was the rig thing to do."

Having thus proved in the bu ing sphere the value of the pri ciple of the division of labor, M Bedell went on to give it a st further application.

"The immediate result of a signing one merchandise pers to each department was increa ing her ability to see more man facturers and salesmen. She cou give more time to the discussio of *style* ideas, and to the study garments to see whether the u most economies had been effect and the utmost life and 'go' p into it," he said.

"The real problem thus prove to be not how to load the mo things on to the high-grade buye but how to make it possible f her to specialize always more a more on these *little things th make style* and sell the garmen the variation of a sleeve, the c of a waist line; the set of t shoulder; the drape; the use buttons and braid; how differe materials act in different model etc., etc.; to make a special stu of all these things with rega to the garments of her one d

(*Continued on page 102*)

Good laundry work is a vital matter for the woman who puts many hours into dainty hand work.

Every device and laundry help that will enhance the beauty and prolong the life of her work is eagerly welcomed.

Laundry machinery and supplies—soaps, washing powders, bluing, starch, ironing devices—all these are particularly interesting to readers of

NEEDLECRAFT

Three Quarters of a Million Guaranteed

1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager

Member Audit Bureau of Circulations

Annual Meeting of Association o National Advertisers

Edwin L. Shuey, of Lowe Bros. & Co., Elected President

THE annual meeting of the Association of National Advertisers, held at Hotel Astor, New York, December 1-3, broke the record for attendance, 147 member-concerns being represented at the opening-day sessions.

Wednesday had been planned as an "Executives' Day," and in a number of instances officials or department heads other than the accredited representatives of the member-concerns were present.

President Tipper, in his report, urged closer co-operation with the Associated Advertising Clubs through the National Commission and otherwise emphasized the benefits of greater activity by the divisional groups of the members, between the general meetings; and called attention to the large amount of information on file at the general office of the Association to which he thought members would do well to refer before sending out lists of questions to members.

CIRCULATION COMMITTEE REPORT BRINGS OUT VALUABLE FACTS

The first subject up for discussion on the opening day was that of circulation. The Committee on Circulation Audits reported that its labors had been largely reduced by the fact that A. B. C. audits, or other audits acceptable to the A. N. A., had been arranged for to a great extent by publishers. The discussion centered on the information that the audits were developing as to the manner of obtaining circulation. The offers of various publishers and of subscription agencies, which had come to the hands of members of the Association, were read and commented on. In some instances merchandise apparently of greater value than the price of a year s subscription had been offered as a premium. A lively discussion was precipitated by one member taking the ground that if the publication were meritoric and the people who would read were reached it mattered little the advertiser by what metho the circulation was secured. I thought that persons to whom pi miums appealed strongly would many instances be those who h few publications to read and w would read them more closely th the people of well-to-do hom who subscribed for dozens magazines.

Opposing this argument, Rochester member told how had secured a list of pren um subscribers that a certa publisher had in Rochester a compared these names with a l of cash-paying subscribers to t same magazine in the sa city; the result, he declare left no doubt as to the sup riority of cash subscription. large user of farm-paper spa pointed out that if the 20 to per cent of farmers in the Sta of Illinois who took no farm p per were left out of the figurir and the total of all alleged far paper circulation in that Sta were made up, the result wou show that there was an average eight or ten farm papers to home. This, he believed, show a craze for large circulation a the forcing on readers of ma publications that they really d not want and would not read any great extent. Such metho were sure to result in advertisi getting less attention.

The point was made that was not material what co mission the subscription ca vasser secured, nor even so tal whether the publisher actual made money or lost money on ci culation, so long as the paper self was of a character that a pealed strongly to readers and t reader gave proof of that paying the full price. One me ber volunteered the informati that a manufacturer of his a

Wells Fargo & Co Express

THE H. K. McCann Company enjoys the privilege of co-operating with Wells Fargo & Company Express in the conduct of their advertising work.

In addition to our contract with Wells Fargo advertising headquarters in New York, the San Francisco Office of this company is co-operating closely with the Pacific Coast organization of Wells Fargo & Company.

A copy of a booklet, "We Have a Man Who Knows," will be mailed upon request.

THE H. K. McCANN COMPANY

New York San Francisco
Cleveland Toronto
At New York—61 Broadway

quaintance had been paid $7,500 for giving away 100,000 subscriptions with his merchandise. It was suggested finally that it was not the mission or the desire of the Circulation Audit Committee to say what was good circulation or poor circulation but to gather the full facts and submit them to members for their consideration.

Following circulation came the subject of price maintenance, the discussion being opened by William H. Ingersoll. Mr. Ingersoll reviewed the cases and decisions of the past year and pointed out that now was the most auspicious time to push the Stevens Bill. He believed that it was of the greatest importance that this bill be passed and the rights of manufacturers established, even though to many members the principle of maintained price just now was not a vital one. The newspapers and magazines were generally favorable and only the dry-goods interests and a few trade papers seemed opposed. Members were urged to reach the trade through their salesmen and through direct appeal. One of the members selling an article priced at 25 cents related how it had been cut on occasions to as low a price as four cents. Another member offered an experience in which a small retailer, turning over to the Government certain correspondence relating to price maintenance, cost the manufacturer about $2,000, though the case was finally decided in the manufacturer's favor. A user of newspaper space described how he had discouraged price-cutting in a Canadian city notorious for price-cutting practices by making it a condition that retail prices would be maintained before the manufacturer's advertising was placed in local mediums. When retailers violated this understanding, the copy schedule was immediately suspended. The lesson proved to be effective, and the advertising was later renewed.

Mr. Dobbs, of the Coca-Cola Company, related how moral suasion with jobbers had been the means of eliminating the price-cutting among them to a large degree. He thought that this metho and an appeal to the newspaper of the country that carry nationa advertising would be productiv of much good.

It was reported that the inves tigation and report on price-cut ting which had been started by th Government and then discontinue would be taken up and pushed t completion. Already a great dea of valuable information has bee gathered.

A report made by the Trad Practices Committee set forth tha the question, taken up with th National Commission, of publish ers billing advertisers for spac before the advertising had actual ly appeared, had been discusse with the members of the Com mission that represents the pub lishers, but that nothing tangibl could be reported at this tim

ADVERTISERS' RELATION TO AGENCIE

The discussion on agency rela tions brought out nothing new There was some argument fo an abandonment of the commis sion system, but the consensus o opinion was that progress in thi field must come as an evolutio rather than as a revolution, an that as much as should be ex pected at this time would be willingness by publishers to leav advertisers and agents to decid between themselves what commis sion should be paid on the adve tiser's expenditures. This woul leave the advertiser free to pa a commission that would represen the service rendered. A resolu tion was adopted calling for statement from members as to th weaknesses they see in the pres ent relations between advertise agency and publisher and practic suggestions for improvement. A suggestion offered during the dis cussion that members of the Asso ciation form and support a agency of their own was not re ceived with much enthusiasm. A automobile advertising man poin ed out that competitive interest would not be likely to enter suc an arrangement. The chief poi of the agency-relations discussio was that the present system un duly encourages large space i

Consolidation in Oklahoma

Arthur Capper announces the consolidation of the Oklahoma Farmer and the Oklahoma Farm Journal, effective with the issue of December 25.

Mr. John Fields, for many years editor of the Oklahoma Farm Journal, retains an interest in the consolidated papers and will continue as editor, devoting his entire time to the larger Oklahoma Farmer.

Mr. Fields has been active in agricultural work in Oklahoma for twenty years and is one of the most useful and influential citizens of his state. He knows Oklahoma from border to border, and has the confidence of Oklahoma farmers. Through the consolidated papers he will be able to render his people still more efficient service.

The guaranteed paid circulation of the new Oklahoma Farmer will be at least 75,000 copies per issue.

The rate for the present will continue to be twenty-five cents per line—the present Oklahoma Farmer rate.

Arthur Capper, *Publisher.*

MARCO MORROW, Director of Advertising.

Chicago, 1800 Mallers Bldg.....J. C. Feeley
New York, 716 Flatiron Bldg.....W. T. Laing
Kansas City, 300 Graphic Arts Bldg., R. W. Mitchell
St. Louis, 1106 Chemical Bldg., C. H. Eldredge
Omaha, 203 First National Bank Bldg., J. T. Dunlap
Oklahoma City, 1005 Colcord Bldg., M. L. Crowther

costly mediums and discourages those forms of advertising that yield no publishers' commissions.

Individual action was the keynote of the discussion on objectionable advertising. More than 900 replies had been received from publishers in reply to the ten pointed questions of the Association bearing on the character of advertising admitted. Various members told of the letters and other forms of notices that they were sending out with their inquiries for rates and their orders, these notices setting forth the views of the advertisers as to association of their announcements with the appeals of disreputable advertisers. It was learned that the American Newspaper Publishers' Association had transmitted to its members, in a confidential bulletin, some of these protests. A digest of the replies from publishers as to character of advertising admitted is to be sent to A. N. A. members for their consideration.

Members selling pure silk products complained of suffering from the advertising of concerns selling products that are not silk but which contain the word "Silk" in the trade-name. Mr. Harn, of the National Lead Company, thought that it might be possible to turn this situation to the advantage of the real silk advertiser if he pointed out that if the purchaser wanted to be sure of real silk she should buy by the trade-name. He said that the white-lead people had gone at the matter in this way. A member representing linoleum interests told how the linoleum trade had suffered from practices similar to those described by the advertiser of silk.

A large number of the members confessed to being concerned about efforts of sellers of non-advertised goods to convince the retail trade that the cost of the advertising is taken out of the retailer's profit or added to the selling price, that the non-advertised article can be sold to as good an advantage and will yield a larger profit. These experiences brought forth an interesting discussion, which resulted in the adoption of a resolution that a small but attractive book be prepared on the subject of manufacturer's advertising as a selling aid to the retailer—that this be prepared along such broad lines that almost any manufacturer selling through retailers could use it as a missionary tract, not only for the education of the retailer and his sales people, but for the manufacturer's salesmen as well. It was decided, after discussion, that though this book would be controlled by the A. N. A., manufacturers not members should be permitted to use it. About a dozen members indicated the number of copies of such a book that they could use.

Herbert S. Houston, president of the A. A. C. of W., came before the convention and told of the progress made in improving the character of advertising and in the way of contemplated aid for the retailers of the country. He made a strong plea for the financial support of all national advertisers toward this movement.

ROUND-TABLE TALKS ARE POPULAR

The larger part of the time of the convention was taken up with round-table discussions, these having proved to be especially popular and practical at the Cleveland meeting. The following groups met regularly at the luncheons: building materials, foods, toilet articles, automobiles and automobile accessories, agricultural, textiles, paints and varnishes. Following is a résumé of the principal open discussions:

New Forms of Dealer Advertising: Mr. Walton, of the Burroughs Adding Machine Company, made an impressive exhibit of cost-accounting advertising that his company has succeeded in getting a number of banks throughout the country to use, this advertising being along broad lines and not bringing in the adding machine or the name of anyone connected with it. A house-organ service, with articles specializing on the various trades, was also being furnished successfully by the Burroughs company.

Education of Retail Sales Peo-

(*Continued on page 81*)

Born December 4, 1915

—a greater trade paper for the Textile Industry; in fact, one of the world's greatest trade papers. Inasmuch as TEXTILE WORLD JOURNAL combines the standards, good-will and experience of two papers, for years recognized as leaders, it arrives at a position of unquestioned prestige immediately.

The American Textile Industry, representing the second largest industrial capitalization and purchasing power of this country, is an inviting field for all whose products are sold to manufacturing trades.

We would like to send a copy of TEXTILE WORLD JOURNAL with information as to how thoroughly it covers its field.

Textile World Journal

Textile World Record ~ Textile Manufacturers Journal

Member Audit Bureau of Circulations.

ANNUAL REVIEW NUMBER, published January 15, limited to 400 pages. It is respectfully advised that those wishing to use this Number, have their requisitions for space in as early as possible.

The BRAGDON, LORD & NAGLE CO., Publishers

377 Broadway, New York

Boston **Philadelphia**

100% + Increase in Circulation
100% + Increase in Advertising

The January issue of Hearst's Magazine just closed shows not only a better than 100% increase in circulation but also in advertising lineage and revenue.

This gain in circulation is *not due* to any unusual selling scheme. The gain in advertising is *not due* to any "special number" —just plain appreciation by the advertiser that circulation properly obtained as Hearst's has been obtained, is a *good* circulation for the advertiser to buy.

January is presumed to be the *dullest* issue of the year in volume of advertising carried—yet

The advertising revenue of January Hearst's is larger than any issue of nineteen fifteen with the exception of December. 100% increase in any business should be considered satisfactory, yet if advertisers would accept our *true worth* as our *real worth* the percentage of January gain would have been many times higher.

But advertisers and advertising agents want to be shown. To us the reason seems to be plainly apparent.

Does the fact that a magazine has jumped from 250,000 to 541,000 circulation mean that the public is avoiding it?

Does the fact that 80% of its sale is over the newsstands and in reply to a voluntary demand, mean that the public does not like Hearst's?

Does not the fact that the editorial contents of Hearst's is the most "expensive" in the general field mean that we appeal to the most discriminating readers?

Hearst's has had the biggest increase in circulation of any general magazine in 1915, and we predict—

That it will have not only a greater circulation gain in 1916 than any other general periodical, but a larger gain in advertising as well.

Advertisers are beginning to *see Hearst's* through the eyes of its readers.

February forms close December 31st.

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Illinois

Member Audit Bureau of Circulations

"Yes, that's so," said the wife, "when I don't see it advertised I think it's going out. I really didn't know until the other day that Sapolio was still in existence. Gold Dust is now my favorite."

So, don't merely start advertising to Our Folks—keep on advertising. Don't let our people think your goods are "going out." The business that originates in over a million homes of the Farm Journal kind is too big in volume, far too valuable, to be played with. Start your advertising and then keep on—that's the way we do, and we find it successful, so why shouldn't you?

April closes March 5th.

Flaws in the Selling Plan

The Viewpoint of Retailers in Sizing Up Manufacturers' Policies

By Paul Findlay

FLAWS in selling plans in which flaws exist are likely to be found due to

1. Manufacturers' ignorance of the true character of the average retailer.

2. Manufacturers' retention of features and ratios adopted many years ago, which, while fair when incorporated into the plan, are obsolete or obsolescent to-day because of vastly altered conditions.

3. Manufacturers' indifference to the welfare of the retailer—or worse.

4. Manufacturers' failure to appreciate the vital importance of the retailer and consequent carelessness in providing for retailers' adequate, logical remuneration.

"And the last shall be first."

* * *

The salesman for Cook & Co., canners of food products, calls at the usual time; but this week he has a new item to offer. It is canned macaroni, in tomato sauce, "the best yet, Mr. Jenkins; beats anything of the kind ever put up; advertised in the *Wednesday Evening Mail* and all the rest of them—street-car cards—posters—everybody reading—sure to be big demand at once."

All of which listens pretty good to Jenkins, though he reserves enthusiastic response for the moment. He tries the goods and acknowledges that "many people will like them. And now, Mr. Honeysuckle, what do they cost me?"

"Ninety-five cents for the small, one thirty-five for the medium, one ninety for the large," replies Mr. Honeysuckle.

"Sell for 10, 15 and 20 cents?" asks Jenkins, and Honeysuckle nods. Jenkins figures a minute and then says: "Yes, just as I feared. Costs and selling prices all out of line. Surprising to me that people of such experience will stumble so badly when they work out their sales plans."

Honeysuckle is taken aback, but asks to be shown. So Jenkins says:

THE MODERN GROCER "SHOWS" THE SALESMAN

"I get 25 cents a dozen on the small size. That pays me 20 per cent plus. I get 45 cents on the medium, which thus pays me just 25 per cent. I get 50 cents on the large, and that takes me back to 20 per cent plus again. Logically, the margin should increase as the size of the unit grows, because anybody can see that the cost of production is proportionately greater on the smaller sizes. The labor charge is naturally just as great on the ten-cent tin as on either of the others—practically the same for each size tin; so I should earn an increasing margin as the size of the unit increases.

"Really, to properly state the case, I should have not less than 25 per cent minimum all along the line on goods of this character. I resent not being allowed that margin, because not only could Cook & Co. well afford to give me that profit, but trade-marked goods build good will for the manufacturer. Every package distributed increases the value of Cook's trade-mark, so that I am establishing their business on a firmer basis every day. They can get along without me, individually, in precise proportion as my introduction of their goods is intelligent and energetic—the better my work, the cheaper is introduction for them. So they should pay me rather well for what I do.

"Even so, however, I might feel justified in accepting 20 per cent on the small size, because I realize that the cost of packing that one is proportionately greater, if I were allowed not less than 25 per cent on the other two. But, as things have been worked out by your people, I can only stock the 15-cent size. One case, Mr.

Honeysuckle; 15-cent size; no—cannot use the others. Sorry."

Honeysuckle pleads his powerlessness, and his position is recognized by Jenkins. There is no feeling about it. They are friends, just the same. Jenkins is too old a grocer to fail to grasp the situation. He also knows the futility of trying to change things with Cook & Co., now that their plans have been formulated and sales have commenced. So he buys only the 15-cent size—never handles any of the others. Other preparations of similar character are on the market, and Jenkins simply sells the large and small tins of other packings. He is salesman enough—do not overlook this point—generally speaking, to substitute what he wants to sell and to get away with it. He says nothing—just saws wood.

WASTED SALES EFFORT THAT IS PREVALENT

This little drama is being enacted, with variations, all over the country every day. It reflects conditions which entail great losses to manufacturers of trade-marked merchandise. These losses take the form of wasted sales-effort; loss of efficiency in their advertising; substitution; worst of all, and most serious in its consequences, lack of dealer-interest. Here the flaw in the selling plan is failure to provide adequately for the retailer, carelessness in this important matter as of a thing "not worth bothering about!"

In this particular case the difference of 10 cents on the dozen of the 20-cent size would have secured the co-operation of all the Jenkinses, because the 20-cent article that costs $1.80 the dozen pays 25 per cent. The allowance of this 10 cents on the large size would have carried along the 10-cent size. In such event Jenkins would have confined his efforts to the sales of Cook's macaroni exclusively. He would have been glad to do that; would have been happy to concentrate on the one brand. Looking at things this way, it seems reasonable to suppose that Cook might well have arranged for a $1.80 price on the large size and would have derived additional ultimate profit from such arangement. As things stand, not only does this canner operate through a distributor indifferent to his interest, but he holds the umbrella for other packers of macaroni in tomato sauce.

The science of the adjustment of margins and prices is far from perfect development as yet. Moreover, factors change positively and relatively so constantly that we shall have to go far before we have evolved a system whereby we can fix, without error and with scientific certainty, the correct margin and price on a given article at any particular time. The best we can yet do is to note certain evidently prevailing conditions and make adjustments, as correctly as possible, in the light of our limited knowledge; but there are some things which seem so obvious that neglect to take them into the equation argues inexcusable ignorance, misunderstanding or indifference—or a combination of two or all of these.

In the case of unidentified products, like bulk rice, oatmeal, coffee, spices, the producer tends to receive less, the retailer gets a wide margin, the consumer pays full value but on the whole less than for similar qualities identified by trade-mark. Here the producer, and also the wholesale distributer, must make his share out of rapid turnover on light expense.

Some notable instances of trade-marked goods falling very nearly into this class are found. For example, a certain line of canned goods pay the producer a nice margin, or at least this looks like a safe guess. They pay nothing to the jobber—do not go through the jobber except in some limited localities. But, though no fixed, or maintained price plan is attempted, the retailer can enjoy a very satisfactory margin on the average of the sales of this line, and the consumer seems satisfied.

A better example of an utterly unprotected article is a well-known brand of chocolate. This line is sold, on terms which remind one of the "Laws of the Medes

and Persians," to jobbers only, at retail list less three per cent to the purchaser of $1,000 worth at once, or less one per cent to the purchaser who buys less than $1,000 worth. The character of the product is the highest, is probably the standard by which all others are gauged; the grade unvaryingly reliable, the quality unimpeachable; and a well-defined policy of advertising and sales effort keeps it moving. It is interesting to note that though this product is simply "floated" out into the market with no attempt made to maintain any special level of retail value, retailers generally earn an ample margin on its distribution.

When we examine the average run of identified products, trademarked merchandise as a whole, we find the producers waxing rich on fat margins, retailers working for a margin barely sufficient to cover distributive costs—or less—and consumers paying as much as for the same character of goods in bulk, or even more. This is where things are badly out of focus. Let us try to ascertain some reason why.

MANUFACTURER MIGHT WELL PUT ON LONG-FOCUS GLASSES

The manufacturer of a trademarked article is apt to be located in one of the larger cities of the country. In those congested localities peculiar retail conditions prevail. The retailer, very likely, does not know his customers; is not courteous; renders indifferent service; has "no time," in many instances, to attend association meetings of the grocery trade; will not listen to arguments intended for his own betterment and by and large is an indifferent merchant—to put it mildly. He cuts prices regardless—seems bent on doing business for nothing—and his mortality is very high. Why the mortality is not higher is a mystery worth inquiring into; but not at this time.

The manufacturer who has this kind of merchant under his eye constantly is apt to become embittered against the whole tribe of retailers. His impression is very bad. He feels that the retailer is a dub who does not know enough to take and keep a margin when it is provided for him—and he straightway proceeds to absorb most of that margin himself.

The tobacco business is a case in point, tobaccoes having been used as leaders so generally that margins have all but disappeared. Consequently, tobacco manufacturers systematically omit practically all consideration of the dealer in their sales-plans. In this case there is much to be said on their side.

But, speaking generally, distribution throughout the entire country is effected to a much greater extent by small-town than by city retailers. And the small-town storekeeper is a much better merchant than his city compatriot. He thinks and reads. He listens to salesmen and instinctively selects as his informers the "boys" worth while. He studies and compares qualities and prices—always with a conscientious though usually unconscious intention to render really meritorious service to his customer. And that customer is his friend and neighbor who lives next door or across the street and belongs to "his" church. Not infrequently the small-town grocer is a substantial pillar in the church, a member of the vestry or the session. It is no light thing to him if his transparent honesty of purpose is called in question.

This merchant is a man of character and influence whose good will is worth cultivating and whose prejudice is a force which it costs money to offset or combat. The bright manufacturer will inform himself on the difference between the country merchant and the city substitute and will appreciate the wisdom of providing equitably for the vast majority of his distributers who do business in small local communities. He will overlook the shortcomings of the city fellows in planning for the much more important Jenkinses who sell most of his goods. Thus shall we get away from the first cause of Flaws in the Sales-Plans.

In contrast to the macaroni of Cook & Co., should be noted, among articles long on the market, a well-known brand of soap. It is about 40 years since it was

introduced and its price never has been specially protected; but it has a sort of "natural price," a fact evidently carefully weighed by its makers in the beginning, and it yields the average retailer fully 20 per cent. This is quite remarkable when we consider that the expense of running a retail grocery business in, say 1880, averaged probably about eight per cent on sales. This soap, large size, was designed to be a ten-cent seller. It has cost the retailer from about $7.25 down to $6.65, or less, for 100 cakes. Hence the margin provided by the makers has ranged from 32½ per cent to 27½ per cent. Selling, as it has generally sold, at nine cents or three for 25 cents, it has yielded from 23½ to 20 per cent. The small size always has been a 20 per cent article, if sold for five cents. It is well worth remarking that the indicated retail prices are very generally maintained outside of congested centers. This sales-plan, therefore, was formulated with unusual skill and foresight, for not only was it liberal in its provisions of retail margin in the beginning, but it is sound even under present-day retail expense accounts.

FLEXIBLE POLICY PERMITS OF CHANGING PLANS

So we reach Number 2 in our classification, covering plans which, even conceding they were fairly sound when inaugurated, are obsolescent, or worse to-day.

A variety of trade-marked crackers belongs here; and, by courtesy, I shall call the plan of their marketing imperfect. The retailers' margin is 16 2/3 per cent on the sale. When these goods were introduced, about 1900, the average retail grocery expense was around 12 per cent—probably not more. Few retailers figured correctly and this manufacturer took advantage of that fact in stating that the margin provided was 20 per cent—which it is, if the margin be computed on the cost, as it mostly was in those days. Even so, with an expense of 12 per cent on sales, a gross margin of 16 2/3 per cent of the selling price was not inequitable considering the staple character of the article. But to-day the expense of doing business is fully 16 2/3 per cent of the sales on the average—perhaps even more than that—so the retailers' cost in the case of these goods should be readjusted to a basis of 20 per cent or better. Such readjustment would involve a reduction of only two cents on the dozen, and there would seem to be ample room for such reduction if we are permitted to judge by appearances and authenticated reports. Readjustment is especially urgent in this case, too, because the "upset price" absolutely limits the margin from the other end.

All the well-known 15-cent cereal preparations are sold on similarly imperfect plans. True, there is no arbitrary limitation imposed by the makers on the retail price; but there is the practical limitation imposed by custom which renders odd prices out of the question. Custom decrees that package goods of this character shall retail at 10 cents, 13 cents, 2 for 25 cents; 15 cents, etc. So more than 15 cents on these breakfast foods is practically impossible—always except in that Happy Land of the Pacific Coast where 18 cents, 2 for 35 cents, is the prevailing basis.

A reduction in retailers' cost is in order on all this kind of goods, to bring the sales-plans up to date. The cost is now $1.50 the dozen. It should be made $1.35; thus increasing the retail margin to 25 per cent. This can be done. It is being done, as I shall show below. The performance of this undoubted duty to the retailer will more than pay for itself, as is being demonstrated by many; and it may be a fair guess that failure to note the writing on the wall of the structure of present-day business will become disastrous in the not distant future, while due regard for conditions present and approaching will lead to added prosperity and profit.

Lest I convey the impression that I think the representative retailer is entitled to a sort of brass halo, has always been a good boy

(*Continued on page 25*)

I Find It Profitable

to go through the "American Machinist" twice.

The first time, I start at the front cover and run through the paper more or less hurriedly, taking particular notice, however, of such new machines or tools as might be used to advantage in my line of work.

The "Shop Equipment News" is examined carefully. During this first reading I examine the advertising for such machines or tools in which I am interested, and which have previously appeared in the "Shop Equipment" section, to ascertain if the maker has *sufficient confidence in his new product to hazard some advertising.* If such be true, an inquiry naturally follows.

At this first reading a general idea is obtained as to what the entire paper contains. At a more convenient time the paper is taken up for a more careful examination, and the editorials come first.—*By H. R. Gilliam, General Foreman, American Encaustic Tiling Co., Zanesville, Ohio*

This letter illustrates why advertisers in the American Machinist meet with such remarkable success. Its readers are eager to know about machine shop tools and equipment. They are always on the alert, looking for what is new, good, efficient.

American Machinist

One of the five Hill Engineering Weeklies published at Tenth Avenue and 36th Street, New York City. The others are *The Engineering and Mining Journal, Engineering News, Power* and *Coal Age.*

All members of the A. B. C.

SUCCESSFUL FARMING

New Oil Light
Burns Kerosene
Beats Electric or Gasoline

50 Hours on One Gallon Kerosene

U. S. Government and 33 Universities Tested and Endorse the Aladdin

Protects Eye Strain, Save Children's Eyes

Easy to Read Anywhere in Room

Don't Pay Us a Cent

$100 to $300 Per Month

Aladdin Table Lamp

TRY IT TEN DAYS FREE

We Will Give $1000.00 in Gold

Three Million People Now Enjoying This Wonderful Light

No Money Required: We Furnish Capital

MANTLE LAMP CO.
489 Aladdin Building
CHICAGO, ILLINOIS

10 DAYS' LOAN COUPON

Reproduction of a full-page advertisement of the Mantle Lamp Company in the December issue of Successful Farming.

From a $28 trial ad to $3150.00 in two issues

One day, seven years ago, Mr. B. S. Presba, then with the Mahin Advertising Agency, noticed a classified advertisement for the Mantle Lamp Company, of Chicago, in a publication reaching city people. He went to the manufacturer, Mr. Victor S. Johnson, suggesting the use of farm papers. Mr. Johnson's business was not large at that time, and when Mr. Presba recommended as a try-out a 14-line advertisement in the columns of Successful Farming, the cost of which would be $28.00, he had some difficulty in convincing Mr. Johnson that he should appropriate the money. Yet within 60 days after insertion Mr. Johnson received more than $600.00 in cash as a result of this advertisement, and requested Mr. Presba to find *"more papers like Successful Farming."*

Since that time more than one million Aladdin mantle lamps have been sold in farm homes as a result of the advertising in Successful Farming and other publications. Every year has seen an increasing advertising appropriation and a big increase in sales.

The Company used a full page advertisement in the November, 1915, issue of Successful Farming and are running another page in the December issue, spending more than 100 times as much in these two months as their trial advertisement amounted to only seven years ago.

Advertising has not done it all, because the article is one of wonderful merit that filled a great need and there have been extraordinarily good methods used in their general sales work, but advertising in Successful Farming and other farm publications has been largely the basis for the extraordinary growth of the sales.

The reason Successful Farming is an excellent medium, according to Mr. Presba, who is now Secretary and Advertising Manager of the Mantle Lamp Company, is because it covers very thoroughly the part of the United States in which the most money is spent in farm buildings and home equipment, as is shown by the map below. This is one of our Definite Data Maps, a set of which will show many advertisers where their best market is in the farm field. If you would like a set, address

E. T. MEREDITH

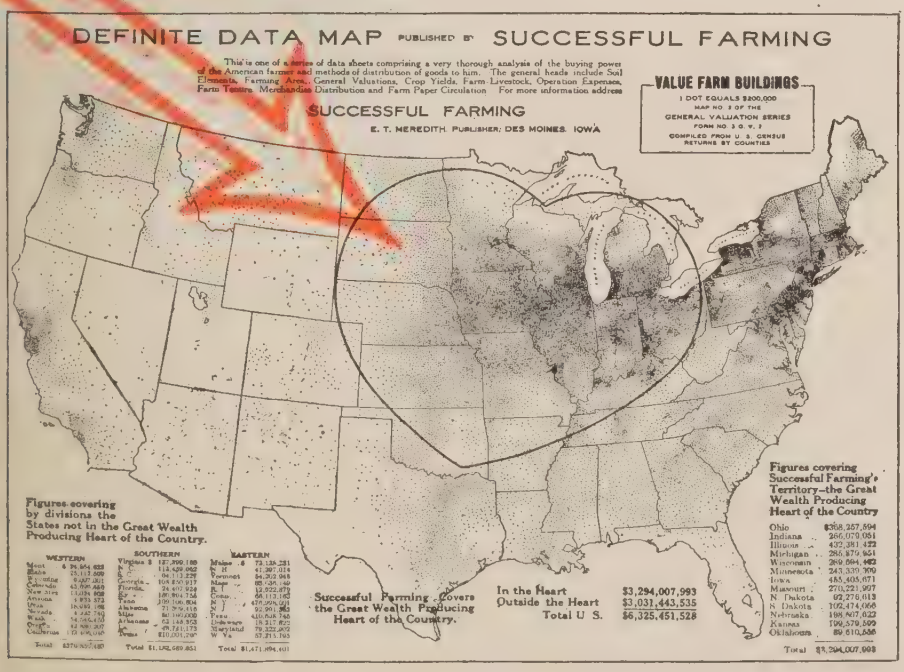
Publisher

Successful Farming

DES MOINES, IOWA

Chicago Office
119 Advertising Building

New York Office
1 Madison Avenue



Definite Data Map showing the location and the value of farm buildings. One dot means $200,000 worth of buildings: More than half the dots are in the thirteen states comprising the Great Wealth Producing Heart of the Country.

America's Largest Purchasing Agent

Is the Woman-Who-Buys for the Home

¶ Not only is she America's most important buyer of everything from Soups to Silver—from personal wearing apparel to parlor furniture—but she is also the final arbiter, the loss of whose good will and continued favorable interest in ***Your*** goods would close your factory within twelve months.

¶ We fully appreciate that you "are now reaching the Woman-Who-Buys"—you *have to* in some way, or your goods wouldn't sell.

¶ This is simply to suggest a ***new*** way of direct, forceful and interest-compelling appeal every month to 500,000 Women Buyers of America, which you can add to your present methods greatly to the advantage of your plans of sales promotion for 1916.

Send To-day for Our Free Booklet
"CREATE THE BUYING IMPULSE"

THE SPERRY MAGAZINE

FOR THE WOMAN-WHO-BUYS

500,000 Circulation Guaranteed

Two West Forty-fifth Street - New York
WILLIAM STARR BULLOCK, *Business Manager*

and has never deserved any of the abuse to which he has been subjected, let me say that he has not been without fault. No: nor is he free from sin to-day.

The retailer has no fair comprehension of manufacturers' problems and difficulties. Naturally, he cannot know how much of a problem he himself is to well-intentioned manufacturers. So he has failed to lend intelligent co-operation to those who have really tried hard to protect his interests. He has neglected to retain generous margins, even when such were provided. Thus many of the most sincerely well-meaning manufacturers have lost heart and abandoned the fight for "the square deal."

Herein do we find the cause of the third classification of manufacturers' faults above noted. Only a few days ago I heard the sales manager of a concern with national distribution exclaim: "To hades with the retailer! I don't care a continental what becomes of him. My idea from now onward is to give him the least possible margin on which we can get by without incurring his determined opposition, for he's little use to us."

But, avoiding the question of the wisdom of risking antagonism where such might prove disastrous or, at least, expensive, let me say most earnestly that this attitude is mistaken and will not get anywhere. Retailers have erred from the same causes that have misled manufacturers and all the rest of us—through ignorance of business principles, logic and the law of compensation. But retail education is progressing. Merchants are awakening to the inevitable result of combining two with two; so the tendency today is toward the retention of allotted margins much more universally than formerly was the case.

And again, to show that this "darn-the-retailer" idea is sadly mistaken, let us turn to the success of a ten-cent breakfast food, well known to everybody, with a plan fair to the distributor, and the soap mentioned above. Taking note of such examples from past experience, we can see that reasonable consideration for the retailer results in distributor good will of great value to any manufacturer, large or small.

SIGNS OF FUTURE SALES DEVELOPMENTS

This breakfast food, sold at regular list, costs the retailer 91 2/3 cents a dozen, so it yields him almost 23 2/3 per cent, if he gets the ten cents which it is the plan of the manufacturer that he should get. But the manufacturer has just started to market a new bran-mixed article in 25-cent packages. I notice this is packed in cartons of 12 packages and that the cost to the retailer is $2.25 the carton. This shows the retailer a full 25-per cent margin. Also, the point is made that "It is conveniently packed for you in cases of 12 packages," so there is no attempt to load up the grocer.

It is not to be expected that the retailers of New York City, Buffalo and Indianapolis will all be wise enough to retain the liberal margins thus shown to be allowed them on these products. But the manufacturers are not to blame for that. Their business conscience can be clear and their many interior distributors will accord them full co-operation because of this liberal treatment.

And now comes another cereal company, setting forth its plan of co-operating with the retail distributors. I wish I could copy its entire announcement as published in a trade paper, for it is good talk, every word. There is little room for a single distributor, wholesale or retail, to find fault. Here is the gist of the plan:

The manufacturers sell through jobbers; the consumer's price is 15 cents and the goods cost the retailer $1.42½ per dozen, so retail margin is nearly 21 per cent; purchases of one case at a time are asked for, so that stock may always be kept fresh and dealer may get the benefit of rapid turnover. The margin might be criticised but for the following unusual announcement:

"We guarantee profits on spoiled

goods—our sales policy allows you a profit (not just your money back) on every package you purchase. In the case of every other food product we know of the grocer loses his profit on spoiled and returned goods. Not so with —— Send goods direct to this company. We will send you our check for every spoiled package at the full retail price of 15 cents."

Considering that the maker allows the retailer almost five per cent more than is customary and, in addition, gives him this unqualified guaranty, things look pretty promising for a more perfect understanding between the manufacturer of the future and his distributor. Moreover, this company is not new in the game, for it has successfully operated for upward of two years and has grown quite satisfactorily under the policy of a liberal deal for the retailer.

Another is our old friend, Dr. Price, originator of baking powder, now located in Minneapolis. He is exploiting a line of products on a plan similar to that behind Rexall and other dealer-co-operative plans, and he hopes to establish exclusive-agency connections, one to a town, as Rexall does. The idea looks good and certainly Dr. Price's name is one to conjure with; but whether the double burden of the introduction of unknown goods and the establishing of agencies can be carried will depend on the capital behind the idea.

The instructive point is that the retailer is being pretty generally provided for in plans of to-day and to-morrow.

The great promoter of effective co-operation is mutual acquaintance, for that leads to mutual understanding and respect. Manufacturers and retailers both have had their noses too continually on the grindstone to see very much of each other in a broad way. To-day manufacturers tend to encourage retailers to "get together" and an increasing percentage of manufacturers are joining in these get-together movements. All factors of manufacture and distribution are becoming inoculated with the spirit of enlightened co-operation. Things improve daily. Only the blind pessimist can misread the tendency of the times.

Again, manufacturers and wholesale distributors are coming to realize that the enlightenment of retailers is largely within their control. They see themselves as the bigger brothers who must lead the way. These men will bury all feelings of resentment against an ignorance from which they themselves are only just emerging, and will provide for the welfare of the little brothers.

Future sales plans should be based on present conditions with an intelligent forecast; for, whereas 20 per cent upward was an ample margin to cover retail distribution in 1900, 25 per cent upward must be provided to-day. And, while active dealer co-operation will not yield 100 per cent as yet, the percentage of intelligent backing on which the manufacturer who works with retailers on a good-faith basis can count is constantly increasing.

It is true that the plans of some well-meaning manufacturers have miscarried in the past. It is true that such miscarriage has not been their fault alone. But we know that two wrongs do not make a right. It remains the duty of the manufacturer to provide adequately for retail earnings, even though no scheme which he can devise will yield 100 per cent returns. The proper performance of that duty has yielded big returns in the past, and indications are that it will yield much more heavily in the future.

Accessions to J. Walter Thompson Company in Detroit

Paul Seidenstricker and W. L. Austin have been added to the staff of the Detroit office of the J. Walter Thompson Company. The former has been associated with the Franklin Press and Van Leyen & Hensler, and the latter was formerly with the Detroit Lubricator Company as advertising manager.

"Motion Picture Magazine" Appoints Western Representative

Archer A. King has been appointed Western representative of *Motion Picture Magazine* and *Motion Picture Classic,* with headquarters in Chicago.

S. Wilbur Corman Retires from N. W. Ayer & Son

S. Wilbur Corman has resigned his position as general manager of N. W. Ayer & Son, to take effect at once. Last summer Mr. Corman had to undergo a severe operation which necessitated his being away from business for three and a half months. Since that time he has not entirely recovered his health and, acting on his physician's advice, he will take a long rest and will not make any business connection for some time to come.

Mr. Corman has been associated with N. W. Ayer & Son for nine years. Prior to that he was for over eight years with the Root Newspaper Association. His early experience in the drygoods field was acquired as advertising manager of Linn & Scruggs, Decatur, Ill.

It is interesting to note that Mr. Corman is one of the numerous advertising men who have since become prominent who ascribe their entry into the advertising field to a regular reading of PRINTERS' INK during their youthful days.

Advertisers' Winter Golf League's Tournament

The twelfth annual tournament of the Winter Golf League of Advertising Interests will be held at Pinehurst, N. C., starting January 10, 1916.

Harold E. Porter Now Heads A. D. Porter Company

Harold E. Porter has been elected president of the A. D. Porter Company, New York, publisher of the *Housewife*.

His first position with the company he now heads was that of New England advertising representative; he then became successively Eastern manager, vice-president and director, and a year ago was elected general manager.

Fred J. Willock has been elected vice-president of the company and appointed general manager. Since 1910 he has been circulation manager of the *Housewife*.

R. C. Chase Appointed to Davis Milk Machinery Co.

Roscoe C. Chase has been appointed advertising manager and assistant sales manager of the Davis Milk Machinery Company, North Chicago, Ill. He has been associated with the advertising department of *Farm and Fireside*.

J. E. Sample to Manage "Coal Age"

Joseph E. Sample has been appointed manager of the *Coal Age*, published by the Hill Publishing Company, New York, succeeding William Le Baron, who has been appointed publicity manager of *Collier's Weekly*.

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

How "Black Cat" Made Good on Its Advertising

Succeeds in Making Aniline Dye and Keeping Down Price to Consumer and Dealer.

LAST week, Wednesday, the new private dye-stuff plant of the Chicago Kenosha Hosiery Company turned out its first batch of what it claims is aniline black—and broke the dye famine so far as Black Cat hosiery is concerned. Two hours later a representative of PRINTERS' INK was on the way to Kenosha, for behind this mechanical accomplishment lies an interesting advertising story. It is a story that was not obvious in the brief news item that flashed across the Associated Press wire Wednesday evening, neither will it be noticed in the purely mechanical account appearing in the textile press. But the direct and indirect reason why the maker of Black Cat hosiery took the bull by the horns, and won out on what looked to be a thousand-to-one shot, was the company's advertising obligations. Here is the story as it was told to PRINTERS' INK by R. N. Kimball, secretary and general manager of the company, and the man who, against the advice of experts who said it couldn't be done, went ahead and did it.

TRADE-MARK'S GOOD WILL VALUE REQUIRES MAINTENANCE OF QUALITY

"To begin with," said Mr. Kimball, "you must get fixed in your mind just what our situation was when the war interfered with dye-stuff shipments from abroad. Unlike the manufacturer of unbranded and private-branded hosiery, we had to keep up the quality of our product at any cost. For us to do what many of the others did in the way of diluting their blacks, using make-shift dye-stuffs or raising prices to cover the thousand per cent increase in the cost of aniline oils was out of the question.

"For 25 years we had advertised our blacks. During that time I suppose we have invested close to a million dollars to establish the quality of our product in that respect. We had built up on that claim a business of over a million dozen hose a year. Likewise, we had established the hose at definite fixed prices, so that it would have been almost impossible for us to have raised the resale price. In the first place, there are no intermediate values. To raise the price would mean selling our 25-cent hose at 50 cents, and so on, something which we could not do, and would not if we could. Neither would we raise the price to the dealer.

"Yet the price situation was serious, in spite of the common belief that the advance of dye-stuffs is too insignificant to affect the per-item cost price of hosiery. As I have said, the cost of aniline oil has advanced since the war over 1,000 per cent. What we used to pay ten cents a pound for, now sells for $1.10 a pound. At one time it was as high as $1.70. There are a few—one or two—concerns in this country making it, but these cannot begin to supply the demand. We tried every conceivable plan to get a supply from the General Chemical Company not long ago, even bringing Wall Street pressure to bear, without success. Paying $1.00 a pound for the oil adds from 15 to 20 cents a dozen to the cost price. When you appreciate that a cent a dozen on the cost means a profit or loss of $10,000 a year to us on our output, you begin to get some idea of the seriousness of the problem."

As bearing on this point PRINTERS' INK learns that firms under contract with the General Chemical Co. got their supply at 25 cents a pound. Insiders expect soon to see an overproduction of aniline oil, though there has been a shortage of raw material.

"We considered, of course," went on Mr. Kimball, "a number of plans for meeting the

Miss Anne Morgan on Extravagance

The daughter of America's greatest financier has written against the extravagance of women —in the January Woman's Magazine. She makes a plea for less class distinction and for more real fellowship between wife and husband.

New Children's Department

Beginning with the January issue a Children's Department will be a big regular feature of The Woman's Magazine—things children can do and make and stories about children the world over. A prize of $50 is offered for the best child's composition on "The Biggest Thing Our Town is Doing."

Because The Woman's Magazine has proven a guide to more efficient living its readers consider it a necessity and it enters a quarter of a million homes with authority.

The Woman's Magazine

One of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit on a guaranteed circulation of 1,400,000. The other two members of The Trio are The Designer and The Delineator.

636 Broadway New York

The big idea *behind a great magazine*

BACK of every achievement there is an idea. Into the making of every success go the imagination, the foresight and the ideal of its originator.

After thirty years of uninterrupted publication, Good Housekeeping Magazine is being read monthly by more people than at any time in the magazine's history. And it is the Idea back of the magazine that has made the success.

Thousands and thousands read Good Housekeeping for its stories alone. Such famous writers as Kathleen Norris, Frances Hodgson Burnett, Coningsby Dawson, Juliet Wilbor Tompkins, Marie Van Vorst, Wallace Irwin, Beulah Marie Dix, Mary Heaton Vorse, Corra Harris, Dorothy Dix, and artists like James Montgomery Flagg, A. B. Wenzell, Rose O'Neill and Coles Phillips, to mention just a few, make Good Housekeeping a magazine of supreme entertainment—

the equal of any fiction magazine published.

Thousands of others take Good Housekeeping for its more helpful side. Mrs. Ida C. Bailey-Allen, America's foremost cooking expert, Dr. Harvey W. Wiley, the pure food expert, Mrs. Louise Hogan, the authority on the care of children, Agnes Rose Fairman, one of the leading authorities on home furnishing and decorating, Dr. Woods Hutchinson, President of the American Academy of Medicine—these men and women are making Good Housekeeping invaluable to mothers and fathers and home makers everywhere.

This is the Big Idea—to make a magazine so perfectly balanced, so complete in itself, that its appeal will be universal, without increasing the price to the reader.

And so Good Housekeeping is in reality a double magazine—either side alone being well worth the price usually asked for magazines.

Good Housekeeping Magazine

119 West 40th Street, New York City
C. Henry Hathaway, Advertising Manager

difficulty. Many of them were perfectly practical, but most of them were rejected because they threatened the good-will value of our trade-mark. As I have said, our trade-mark represents an investment of almost $1,000,000. We consider it our greatest business asset, and any plan that would endanger it would be rank foolishness. Through our advertising we had entered into an agreement with the public that if they would look for our trade-mark on hosiery, we would, on our part, guarantee to give them fast colors in a product having certain manufactured and material qualities. Common, business horse-sense demanded that we make good on our agreement. But how? That was the question.

"About this time we heard of an Eastern chemist who had some experience with making aniline dyestuffs, and who had done some good work for a large New York corporation. We had to have fast blacks. So I jumped on a train and went East. Inquiry showed, however, that while the patents had expired on the machinery used in the manufacture of dye by this process, even to instal a plant for making black alone necessitated a considerable outlay of money before it would be possible to know definitely whether the resulting dye-stuffs were fast in color and equal to the imported article.

"I called President Allen on the long distance and asked him if the company was willing to gamble $35,000 to find out if it could be done. I was told to go ahead. That was some months ago. To-day we have turned out our first lot of black, and the severest laboratory test shows it fully equal, if not superior, to the imported article. We are now able to go ahead with our advertising plans, knowing that we will be able to make good, and still keep the cost of Black Cat hosiery down where it belongs."

So another example has been added to the long list of cases where both the advertiser and the public have been benefited through a manufacturer's advertising obligations to the consumer. Had the company not been an advertiser it would have quite probably followed the line of least resistance and got around its difficulty by sacrificing quality, or raising the price to the consumer. As it is, it has bent its energy and skill to meet the issue squarely, with the result that fast black Black Cat hosiery is being advertised and sold at before-the-war prices, and the company is making an equal profit to what it did before the 1,000 per cent increase in aniline oil went into effect.

Savage Arms Company Sold

The Driggs-Seabury Ordinance Company, a $4,000,000 corporation, manufacturing shells and arms, has bought a majority of stock of the Savage Arms Company, of Utica, N. Y.

Both the Driggs-Seabury and Savage companies have received substantial orders from the Allies. It is supposed that the Savage company will take over a part of the Driggs-Seabury contracts for rifles when details of the stock purchase have been completed.

"Song Poet" Advertiser Gets Two Years

John T. Hall was convicted in the United States District Court at New York, November 27, of using the mails to defraud, and sentenced to two years in the Atlanta Penitentiary. Hall conducted one of the familiar "write a song and make a fortune" schemes, and collected $35 apiece from victims for the publication of all sorts of doggerel.

Detroit Art Studio Incorporates

Malcolm McCormick, for the past two years manager of the sales promotion department of the Chalmers Motor Company, of Detroit, and Hugh A. Preston, formerly with the Parkinson Company, of the same city, have joined the Floring-Williams art studio, which has been incorporated as the Floring-McCormick Company.

Booklet Points to Philadelphia as Book Center

A booklet has been issued by the Philadelphia *North American* devoted to the city's book-stores and containing photographic reproductions of some of the largest. The purpose of the booklet is to call publishers' attention to Philadelphia as an important book-buying center.

Gains For Everyone

For Subscriber

128 pages more of reading matter---

For Advertiser

140,000 (average) circulation bonus---

For Publisher

108,851 lines more of advertising---

Those are the gain figures shown by comparing our records of 1914 and 1915.

5¢ a copy

Collier's

THE NATIONAL WEEKLY

W. C. F. Hammesfahr.

Sales Manager of Advertising

"Futures" or "Pasts" in Magazine Fiction?

Some magazines tell you the kind of stories they're *going* to print and leave you to figure out their probable popularity.

WOMAN'S WORLD tells you what it published *last year*—and gives you the *result*.

Imogen Clark wrote a story for us called "The Man Who Wasn't Wise." Women wrote from all over—from hamlets—about it. One said, "I haven't had anything so pull at my heartstrings for a long time."

Gertrude Marcia Wheelock wrote "The Mother Heart"—and again we touched it.

Most men judge a race horse from past performances

ley Millard wrote "The Business of Marriage," ur women replied that he knew what he was g about.

Roney Weir wrote "Spindle, Distaff and Flax," ey said they *loved* it.

ject and *Treatment* interest the WOMAN'S WORLD rs of the small towns more than authors' names. nally, we'd like to run a Kipling story—but it ln't be wise.

at's the result of such *super-careful editing?*

one thing, innumerable letters of praise, which the confidence you buy when you buy space.

another, the fact that WOMAN'S WORLD circu- revenue *increases* each year on its two million ation.

other words, we are pleasing the same kind of ibers *more* every year.

ur advertisement virtually comes before them a letter of recommendation from an old and d friend.

WOMAN'S WORLD

"The Magazine of the Country"

286 Fifth Avenue - - New York

H. E. Lesan

Mr. H. E. Lesan, of the H. E. Lesan Advertising Agency, Inc. contributes this week's business editorials in the CHICAGO DAILY HERALD.

Mr. Lesan has an enviable record for the accomplishment of big things. He is especially distinguished for his success with unusual undertakings.

Mr. Lesan first suggested the popularizing of the Twentieth Century Limited. He advises twenty different railroads as to promotional effort. His constructive work in conjunction with the makers of Timken Roller Bearings, Burroughs Adding Machines White Rock Water, Sanatol Toilet Preparations, Paramount Pictures, Knox Gelatine and Hamilton-Brown Shoes should add respect to the interest with which every business man will read his articles.

Bigger Better Business

Read these articles daily in the CHICAGO HERALD. They will cover every important subject of interest to manufacturer and business man and will be written by the world's greatest business builders. No sales manager, manufacturer or traveling man should fail to read all of them, and the merchant will find in them much to learn.

Daily on The Chicago Herald's Editorial Page

(The Chicago Herald's circulation is over 200,000 daily—
Most of the Class and the Cream of the Mass.)

Advertising Viewed as an Investment

The Policies Guiding the Extensive Campaign of the American Telephone and Telegraph Company

By N. C. Kingsbury

Vice-President of the American Telephone and Telegraph Company, New York

THE American Encyclopedic Dictionary gives the following definition of the word "publicity": "The quality or state of being public, or known to the people at large; notoriety."

In my opinion this definition is strikingly inadequate and does not at all represent the concept which the word should carry to our minds. It is well that we have a mutual understanding of the word "publicity." To my mind the general idea of publicity is a very broad one, it is not confined to its relations to humanity, but has many manifestations in the whole realm of nature.

The brilliant-colored corolla of the flower, the attractive plume of the grass, the plumage of the bird and a thousand other natural objects are as truly forms of publicity as the Wanamaker pages in our daily papers.

Consider a moment, if you will, the function of the brilliant-colored corolla of entomophilous flowers; unless this flower succeeds in attracting the insect in its search for pollen and honey, so that the pollen is carried from flower to flower by the insect, in one generation all of the species of entomophilous plants would become extinct. And as another illustration, it is interesting to note that many flowers are so small and insignificant by themselves that the smallest insect might not condescend to notice them and would pass them by, to their utter extinction. But what do these minute flowers do in order to publish their existence to the passing insect? They group themselves together at a single point instead of being widely distributed over the entire plant. Thus the collection of minute blossoms which forms, for instance, the thistle, is enabled to make a brave show, and it seems clear to me a method of publicity is employed in so doing—an investment which brings no less a return than the continued existence of the species.

In its narrower aspect the purpose of publicity is to influence the human mind. The aim may not be to influence another to perform some particular act—it may be directed to influence minds in their attitude towards some object or condition. Now, publicity in any of its forms must of necessity involve effort, expense, investment, and from this it follows that the consideration of return from such investment is the actuating motive for publicity.

Our modern life is so complex that the greatest possible amount of information is necessary to each one of us. We touch so many varied interests at so many points of contact that we must keep informed of the kaleidoscopic changes and developments, else we stumble and fall. We live in a new world each day, and we must keep up with the times.

Without the press, the greatest medium of publicity, we could not even approach the accumulation of knowledge necessary to live on the plane demanded by our civilization. For a few cents we procure almost anywhere, at any time, the news of the world in the papers, and the product of the best brains in the world, in the magazines. We may wonder how the publisher can continue in business furnishing the daily paper at one cent or the magazine at from ten to thirty-five cents. How can he afford to give us so much for so little? The answer is obvious in this presence: the advertiser, the one seeking publicity, pays the

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Portion of address before Association of National Advertisers, New York, Dec. 1.

greater part of the cost for the reading public.

The development of that form of publicity which we call advertising is one of the very remarkable things in this age. Only a comparatively few years ago a thousand dollars spent in advertising would have been considered reckless, while to-day there are many interests expending a million dollars a year in their advertising campaigns, and the necessity for advertising from a business standpoint seems to be growing.

When we consider that each year now something over seven hundred millions of dollars is spent in this country for publicity, we can get some idea of the importance of return upon this investment, not only to the investor himself, but to the public at large, which finally has to pay the bill.

There is a kind of publicity which is so important, even to our Government and the business interests of our day, so much discussed in the press and from the rostrum, that even the old word has taken on a new meaning. I refer to that form of publicity which has for its object the formation and control of public opinion. This, indeed, is the one great purpose and end of our modern publicity.

The world to-day is ruled by public opinion. Almost without exception the governments of the world are governments by public opinion. The aggregate of private opinion gives us public opinion, which in nations finds expression in the form of government, the selection of officials and the adoption of codes of manners, morals and laws.

Not only in governmental affairs, but in business affairs, more and more must we appeal to the people, and the people must answer the appeal and assume the responsibility to a greater extent than ever before in the conduct of business.

Business interests, in my opinion, have been entirely too slow in appreciating the necessity of publicity and its influence on public opinion, and I believe that fact is responsible for much of the distrust and suspicion which has arisen in the past with respect to business affairs. Many business institutions have doubtless suffered from hostile publicity, from sensationalism. In most of such instances the fault, in my opinion, has been with the secret methods employed and the constant suspicion and danger of misrepresentation.

PUBLICITY HAS IMPROVED CONDITION OF BUSINESS

A new era in publicity, in advertising, seems to have been inaugurated in the business world, and I am sure that those of us who are in constant touch with the various methods and purposes of publicity will hail with delight indications of great improvement which have taken place in the last few years.

There was a time, not far back, when advertising, for instance, consisted for the most part in blatant and highly colored statements. It was the hawking of goods in the marketplaces. But recently we have noted its development into a fine art, with real moral purpose and apt expression. It is comparatively easy to secure the attention of the public by printing some great piece of news, but to further a great idea with aptness and power, to impress the public with a fundamental fact requires intellect and art of the highest order.

To my mind there is much more in advertising than the mere securing of customers, and in the broadest consideration of this subject the securing of customers, while, of course, a necessary process in carrying on any mercantile or manufacturing business, is after all but an incident in the great, broad scope of publicity. And I would go further and say that if advertising is dishonest, fake advertising, the securing of customers may turn out to be the very worst thing that could happen to the institution purchasing the advertising.

The purchaser of advertising is narrow and short-sighted indeed if he does not take into consideration the gradual building up of a public sentiment, a public opinion, *with respect not only to the*

articles which he offers for sale, but also to the reputation of his concern.

If his work is measured by the amount of sales from day to day, and by that only, I venture to say that he is falling short of the opportunities and obligations of his position. Sales are necessary to any business; but sales which are the result of dishonest, improper publicity methods, which detract from the reputation of the seller, are the cause of many failures. Every sale should have as a result not only its individual profit, but also a future sale to the same customer.

And so publicity should be ever a builder of public opinion, of reputation; directed not only to the immediate present, but also, and perhaps more especially, to the future. With proper, honest advertising this is possible and, indeed, inevitable. No great business was ever built up on the "fire-sale" method of publicity.

PURPOSE OF A. T. & T. ADVERTISING

Take the corporation which I have the honor to represent. We spend large sums of money every year in our national advertising, and yet we do not advertise for the purpose of inducing people to instal telephones or to talk over our long-distance lines. Not at all; we advertise because we became convinced some years ago that the public at large knew very little about our business, of its problems, of its purposes, of its ideals, of its difficulties; and we have been trying to educate the people of this country along those lines. If we were looking at the narrow, direct return from this investment in advertising every year, of course we could not trace it.

It would be absolutely impossible for us to key our advertisements so as to note direct results, but if you should come to me and try to purchase the benefit which we have received from a more enlightened public, the benefit in a better understanding of what we are really trying to do for this public, of what our problems are, then you would find that you would have to pay many times more than we have spent on all of our advertising and publicity campaign. No one could calculate the value, although the benefits are apparent in hundreds of different ways.

Let me emphasize this: I wish there were some way, for instance, in which we could make known to the American people that as a corporation we seek to be absolutely fair and honest, that we are above graft, pettiness, discrimination, that we have before us a lofty ideal of civic service in supplying the means for universal communication, that we do not seek an unusual or unjust profit. Now, all those things are absolutely true. What do you think it would be worth if we could convince everybody in this country that these statements are true? Now, that is exactly what we are trying to do in our publicity and also in our treatment of the public.

Now, we are not alone or unique in this attitude. Indeed, I believe it is the general attitude of business men to-day. But in order to convince people of that fact we have got to keep reiterating it over and over again in thousands of different ways, through thousands of different mediums.

But the return on such an investment is valuable beyond all calculation.

The general benefit which may be obtained from advertising and publicity, broadly speaking, is also the financial benefit. I do not believe it possible to improve the reputation of an article or of a business without thereby and to the same extent improving the financial condition of the man who produces that article or owns that business. I have never known of any way to separate from general benefit that which we call financial benefit.

The right kind of publicity imparts information. It is educational, and must necessarily be so if it produces any result. It requires the highest possible grade of definite, terse, true statement. It requires reiteration, over and over and over again, in every attractive form possible. One does not tell a child that this letter is "A" and expect that child to know

that fact for the rest of its life, but that simple truth has to be reiterated over and over and over again, as does any other fundamental idea. And so it is in our advertising, in our publicity. Reiteration in hundreds of varied forms must constantly be employed in order to drive home a fact or an idea, just as there must be a large collection of the small blossoms of the thistle to attract the insect.

All this advertising and publicity is bound to produce returns in a financial way which will make some men rich, and if you, gentlemen, do not believe in wealth, logically you are mighty poor men to place advertising. Few men ever became rich without publicity and advertising. For an institution or a product to be known to a great many people is a source of wealth, a spur to production, an invitation to constructive energy, and when a man comes along who, by initiative and foresight and hard work, can combine the various elements of production with the result that something is produced which many need, and then lets the many know of that fact and thereby becomes rich, let us not try to pull him down because of his success. Let us admire construction, which is one of the elements of your craft, and not destruction, about which no one wishes to write or speak or even know. There will always be giants, in physique, in intellect and in energy. Their existence and their great work should be encouraged and the facts concerning their products and their careers should be advertised.

Adcrafters Hear Boyce and Waldo

The Detroit Adcraft Club observed Publishers' Night, December 2nd, listening to addresses by W. D. Boyce, publisher of *Farming Business* and other publications, and R. H. Waldo, associate general manager of the New York *Tribune*.

Mr. Boyce has recently returned from a tour of the warring nations of Europe, and spoke on conditions abroad as he sees them. Mr. Waldo, in an address on "The Publishers' Opportunity," urged efficiency in circulation.

I. G. Rosenbaum with Irwin Jordan Rose

Irving G. Rosenbaum, formerly with the Levin & Bradt Advertising Agency, New York, has joined the agency of Irwin Jordan Rose, also of New York.

The firm name of the Levin & Bradt agency has been changed to Charles D. Levin, Inc., Mr. Bradt retiring because of ill health. Mr. Levin states that there is no change of the accounts which the agency is handling.

Accounts Secured by Atlas Agency

The Atlas Advertising Agency, Inc., New York, is placing the advertising of the Brady-Murray Motors Corporation, of New York, Eastern distributor of the Chandler car.

The accounts of the Hocking Valley Products Company, of Columbus, Ohio, and the Bahamas Colonial Government have also been placed with the Atlas Agency.

Philadelphia Agency Changes Name

John B. Menz has sold his interest in the Mátos-Menz Advertising Company, Inc., of Philadelphia, to William W. Mátos, president and treasurer of the company. The name of the concern has been changed to the Mátos Advertising Company, Inc.

H. C. Bodman Leaves Rand, McNally & Co.

Harold C. Bodman, formerly with Rand, McNally & Co., Chicago, is now associated with the A. W. Shaw Company, of the same city, in charge of sales of some of the publications of that company.

The Wages of Silence

Two little birds were bachelors. Each was the other's chum. Said one of them: "This single life is growing stale and bum. I wish to candidly and most emphatically state that I shall advertise the fact that I desire a mate." The other said: "I would not have you think my feet are cold, but I should never advertise, for that is coarse and bold."

The wise one opened wide and deep his highly gifted throat, and sang with ardor and technique his amatory note. The maiden birds from far and near flocked in to hear him sing, and signified their willingness to wear his wedding ring; and very soon the anthem which he warbled from his breast had won a highly skilful wife to supervise his nest.

The one who wouldn't advertise still sits upon a limb, but lonely lady birds will never pause to look at him. He has some lovely qualities peculiarly his own, but just because he doesn't fill his lungs and make them known, his atmosphere is darkened by a cold and dismal blight, and neighbors have the notion that he isn't very bright.

Consistent Supremacy

A newspaper that consistently holds circulation supremacy not only in its own community, but in the whole country HAS TO HAVE UNUSUAL QUALITIES.

A newspaper that consistently sets the pace in the volume of display advertising it prints as against all competition HAS TO HAVE UNUSUAL PULLING POWER AS AN ADVERTISING MEDIUM.

A newspaper that consistently spends more money for news and features than any of its contemporaries HAS TO HAVE A HIGHER CONCEPTION OF ITS OBLIGATIONS TO ITS READERS.

A newspaper that consistently gives its ability and energies to performing a real service to the people HAS TO HAVE BOTH PRINCIPLE AND INDEPENDENCE OUT OF THE ORDINARY.

SUCH A NEWSPAPER IS THE NEW YORK SUNDAY AMERICAN.

Its circulation domination is remarkable. Its total number of regular buyers averages 700,000. Its total number of readers averages 2¼ millions.

Its circulation lead over the second New York Sunday newspaper is a quarter of a million. Its circulation lead over the third Sunday newspaper is 350,000. Its circulation lead over all of the other New York Sunday newspapers combined is over a quarter of a million.

Its display advertising domination is quite as remarkable as its circulation domination.

The average volume of display advertising each issue all of this Fall has exceeded 300 columns—a big lead over its next nearest competitor.

The marked PREFERENCE of advertisers is not confined to giving the SUNDAY AMERICAN more space only. They give it *very* much more money and are glad to do so because it pays them best.

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Member Audit Bureau of Circulations

The South and her Mines

A little peep at the mineral activities of the South, will perhaps prove a revelation to those who consider the South as a section apart from the industrial development of the nation. In 1913 the mineral output of the Southern States reached a grand total of $334,301,133, distributed as follows:

Asphalt	$ 2,106,759	Mineral Waters	1,027,389
Asbestos	11,000	Manganese	59,730
Barytes	121,206	Natural Gas	10,026,853
Coal	84,921,836	Pigments for mineral paints	135,624
Cement	7,905,307	Phosphate Rock	10,003,672
Clay Products	24,880,415	Pyrites	642,135
Coke	14,333,076	Petroleum	74,933,289
Copper	3,108,975	Sand and Gravel	3,807,569
Flourspar	113,903	Silver	347,047
Gold	202,070	Stone	7,515,835
Graphite	87,336	Salt	278,008
Gems and Precious Stones	7,445	Slate	175,830
Gypsum	676,165	Tripoli	83,995
Iron	41,506,418	Talc	663,454
Lime	2,657,752	Tin	[illegible]
Mica	273,063	Miscellaneous	2,182,333

For full information concerning rates, circulation, territory, jobbers and the like, address papers direct,

ALABAMA
- Birmingham, Age-Herald
- Birmingham, Ledger
- Birmingham, News
- Gadsden, Journal
- Gadsden, Times-News
- Mobile, Item
- Mobile, Register

ARKANSAS
- Little Rock, Arkansas Democrat

FLORIDA
- Jacksonville, Metropolis
- Jacksonville, Times Union
- Tampa, Times
- Tampa, Tribune

GEORGIA
- Albany, Herald
- Atlanta, Constitution
- Atlanta, Georgian
- Augusta, Chronicle
- Augusta, Herald
- Macon, Telegraph
- Savannah, Morning News
- Waycross, Journal-Herald

minerals in the United States and in producing them profitably. Numerous splendid Southern cities owe their remarkable growth to the magic touch of mineral activity. Tremendous industries are springing up. They demand machinery, chemicals, vehicles, supplies; their thousands of laborers need clothes and food; their owners are building magnificent homes, and want every luxury that the world can supply.

It makes no difference whether you sell tooth-picks, dynamos or toilet water, the South is your market—the quick and ready market that is characteristic of rapid growth and increasing prosperity. We have facts and figures that are sure to interest you. Ask for them.

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION.

Asheville, Citizen
Charlotte, News
Charlotte, Observer
Greensboro, News
Raleigh, News & Observer
Raleigh, Times
Winston-Salem, Sentinel

SOUTH CAROLINA
Anderson, Daily Mail
Charleston, News & Courier
Charleston, Post
Columbia, Record
Columbia, State
Greenville, News
Spartanburg, Herald

TENNESSEE
Bristol, (Va.-Tenn.) Herald Courier
Chattanooga, News
Chattanooga, Times
Knoxville, Journal & Tribune
Knoxville, Sentinel
Memphis, Commercial Appeal
Memphis, News Scimitar
Nashville, Banner
Nashville, Tennessean

TEXAS
Beaumont, Enterprise
Galveston, News
Texarkana, Four States Press

VIRGINIA
Lynchburg, News

This is the 8th of a series of advertisements prepared by THE MASSENGALE ADVERTISING AGENCY, Atlanta, Ga. for the members of the S. N P. A.

Put Your Paper Problems Up to Men Who Know

Call in a Bermingham and Seaman representative. You will find him well posted in all lines of the paper business, and not trying to sell one brand of paper to the exclusion of another.

We dispose of the entire output of a number of the biggest mills in the country. Our vast manufacturing facilities enable us to supply you with paper for every purpose at rock bottom prices.

Begin using our national service for your profit by getting our suggestions and prices on your booklets, catalogues, circulars, house organ or any paper requirement.

We are always glad to make up dummies and furnish samples. Using this service places you under no obligation, and may save you hundreds of dollars.

BERMINGHAM & SEAMAN CO.

Radium Folding Enamel—Crystal Enamel—Opacity—Samson Offset—Elite Enamel—Advance Bond—and other leading brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Detroit

What to Look Out for in an Advertising Contract

Man Who Has Purchased Largely of Space Makes Some Recommendations

By R. O. Eastman

"I stand here on my bond."—Shylock.

MR. ANTONIO made a bum contract with Mr. Shylock, nd if Miss Portia had not come ı just as she did, he would have een very much cut up over it.

Antonio never deserved all the etting and sympathy he got. You vill remember that his friends vept on his neck so much that he robably had to go home and hange his shirt. Everybody nought he had gotten himself in- ɔ hot water because of his big eart. He didn't—it was because f his big head. He was so cock- ure of himself that he took a ɔng chance. And he let himself ı for just what anyone else lets imself in for when he makes an nsafe contract even in this en- ghtened twentieth century of urs.

Antonio was a mighty poor sort f a business man. He demon- trated that fact very fully by the ɔntract which he made with Shy- ɔck and the extravagant penalty lause which he accepted. But he emonstrated it still more by con- enting to do business under any erms with a party in whom he ad no confidence at the outset.

The foundation of all business credit and the foundation of redit is confidence, and thereby e find the underlying principle f all sound contractual relations, hich is a reasonable degree of onfidence between the contract- ıg parties. And this is as true ı the advertising business as in ny other—perhaps more so. No ɔntract is a good contract which as any other basis or foundation ıan that of confidence.

This has been true in all ages nd is true to-day. We are told ı the Book of Ruth "that it was ıe custom in former times con- erning redeeming and changing ıat to confirm all things a man lucked off his right shoe and gave it to his neighbor, and this was a testimony in Israel." In other words, it was a contract. And it was a good contract because it was an expression of implicit confidence and neither party could violate it without jeopardizing his most precious asset—his credit and his reputation for integrity in his community.

If there had been buyers and sellers of advertising space and material in those days, they probably would have had less to fret about with regard to their contracts and the form thereof than they have to-day.

What, then, is the reason for the contract in advertising business to-day, and what is the function of the advertising manager regarding it? If it is to be assumed that confidence between the contracting parties is essential at the outset, what is the necessity of a contract?

TO PREPARE CONTRACT REQUIRES KNOWLEDGE OF ADVERTISING

Its main purpose is, or should be, to put into definite form and expression the agreement between the contracting parties, the better to avoid misunderstandings and consequent disputes. It should embrace all the considerations of the agreement and should be, as nearly as possible, a perfect outline of what the one party expects the other party to deliver or perform. To prepare such an outline intelligently requires a technical knowledge of the subject matter of the agreement. Therefore the preparation of an advertising contract is fundamentally the duty of an advertising man.

But, says someone, I thought that the making of contracts was inherently the work of the legal counsel or department. Not in the advertising business. It may take a lawyer to drive a bad bargain,

but it requires an advertising man to drive a good one. And a bad bargain usually remains a bad bargain no matter how skillfully it is driven.

To illustrate. I know an advertising manager who, in his four or five years' relationship with a certain advertiser, placed between three and four million dollars' worth of contracts for space, material, etc., all without a single lawsuit or unprofitable dispute. Through his acquaintanceship with the advertising, the printing, the engraving or the electrotyping businesses he saved his company more than the amount of his salary every year, as well as avoiding the expense of legal entanglements. But he fell heir to two or three disputes and at least one lawsuit which had developed out of contracts made previous to his incumbency with a full knowledge of legal requirements but a lack of advertising experience. One was an instance in which the advertiser had unwisely furnished the paper stock on an important job and when the printer fell down it was of course the most natural thing in the world for him to lay it on the stock. An advertising man would never have made such a hazardous arrangement, or if he had, would have safeguarded himself by securing from the printer a written approval of the stock before any of the printing had been actually begun. Another was a dispute of long standing which a technical knowledge of plate making quickly settled.

Aside from special contracts and agreements which occasionally come before an advertising department there are in general two main classes of contracts which an advertising manager has to deal with—contracts for space and for material.

Contracts for space are usually made through advertising agencies. Whatever confidence the advertiser may repose in his agency, therefore, his contracts for space with the agency should be as explicit and well defined as those of the agency with the publisher. The form of the contract or contracts is not vital. A well-considered letter of authority accompanying an explicit list may be entirely sufficient, but in case of dispute with publishers or unforeseen developments, a clear and complete record is frequently invaluable. I know of at least one instance in which the habit of issuing complete and explicit instructions to the advertising agency saved the advertiser something like $12,000, which would otherwise have been sacrificed on a single proposition, and not through any carelessness or neglect on the part of the agency either, but through circumstances which could not have been foreseen or anticipated at the time the contracts were made. A clear record between the advertiser and the agency will usually prove valuable to both parties.

THIS CONTRACT FORM IS USED BY ONE LARGE ADVERTISER

As to the requirements in contracts with publishers, as issued or outlined, by the advertiser and passed on by the agency, these are varied and various. Short forms are in general use with the agencies. Special considerations as to rate, printing, position or any unusual service to be rendered are generally written in. In a form used by one of the oldest agencies for one of its most exacting clients there were only seven printed requirements, as follows:

A. It is understood and agreed that the rate for this order is the minimum rate at which a contract for a similar or less amount of space can be secured and that if at any time during the life of this contract you make a lower rate for advertising, then this contract is to be completed at such lower rate from that date.

B. We reserve the privilege of using extra space on this order for one year from date of first insertion, pro rata, or at a better rate, if earned.

C. Unless otherwise specified above we reserve the right to cancel this order at any time, by payment of short time rate for service given (on basis of rate card in effect at date of order).

D. If key is indicated on copy, key must be inserted in advertisement.

E. See that our name and address are on your mailing list, also that publication is mailed regularly during life of contract, to the advertiser.

F. It is a condition of this contract that you guarantee a net paid circulation of at least.....per issue during

THE OTHER DAY an advertiser in Today's noticed something peculiar among the inquiries that lay on his desk from housewives all over the country. Many were written on letter-heads of country stores. They were from *dealers' wives*, interested for the time being as consumers.

Why, in a mass of consumer inquiries, were so many on business stationery as to excite remark?

Because Today's has more than 50,000 wives of well-rated dealers among its subscribers—secured by plans deliberately shaped to that end.

Such subscribers not only have buying power as consumers, but constitute a vast "dealer influence" that works for you when you advertise in Today's.

Somebody who has read your advertising, and possibly wants your product—that's a pretty good person for the dealer to breakfast with right along!

Today's Magazine
New York

You advertisers have demonstrated your belief in Leslie's influence in 410,000* better-than-average homes by using 76,000 lines more space in Leslie's than you did last year—and last year you used 25,000 lines more than you did the year previous.

This is the largest increase given any national periodical which also gained last year; made, too,

—without special numbers

—with no let-down in advertising standards

—in spite of a 1/7 reduction in size of page (for the last 4 months)

—not merely as a recouping of some last year's losses.

These Leslie's gains are simply the result of natural, *permanent* growth; for orders already on file indicate a still greater increase for 1916 than for 1915.

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's
Illustrated Weekly Newspaper

Boston New York Chicago

**Net paid.*

the life of this contract, which circulation shall be proven by the audit of the Association of American Advertisers (now the Audit Bureau of Circulations) or by such other form or medium of audit as may be mutually agreed upon. In the event that such audit shall show a lesser net paid circulation than that stated in the provisions hereof, you agree to accept pro rata settlement for the circulation proven, and we are to have the option of canceling this contract at any time thereafter without penalty.

G. Thirty days after acceptance of this contract, a statement showing net circulation figures by States is to be furnished to us in duplicate and at any time thereafter during life of contract, if called for.

I have said that confidence is the basis of all successful contracts and that this is especially true in the advertising business. It is particularly of contracts for advertising material, whether it be printing, lithography, engraving or any of the other forms of production that an advertising manager has to deal with. There is no such thing as a safe contract unless good buying judgment has preceded it. The advertising manager may be capable of safeguarding his company to the fullest extent in his contracts so that in the event of an unsatisfactory job he will have no difficulty in refusing to accept the stock, but nine times out of ten his company will stand to lose more through failure to secure the right kind of advertising material, or at the right time, than the entire job itself is worth. An inexpensive job may be a very essential link in an important campaign, the effectiveness of which may be ruined through a comparatively short delay in delivery of printed or lithographed material.

FLEXIBLE LIST OF HEADINGS CONVENIENT WHEN MAKING CONTRACT

This being true, it is highly important that the agreement between the advertiser and the contractor should be as complete and explicit as possible, not so much to avoid the losses and complications which the contract itself might incur as to avoid the much greater loss which failure to secure satisfactory material at the right time to link up with the advertiser's plan might involve.

It would probably be impossible to devise any one form which would cover all the requirements of the various contracts with printers, lithographers, engravers, etc. It is advisable, however, for the advertising manager, or in the case of a large department, the purchasing agent of the advertising department to have at hand a flexible form, or list of headings as a memorandum or reminder to be employed when dictating contracts. Such a memorandum, with reference to contracts for printed or lithographic material, might be somewhat as follows:

Item: (Give name of material ordered, with Serial Number if one is assigned: also instructions for imprinting Serial Number on stock.)

Quantity: (Including specific understanding as to percentage of overrun or underrun that will be accepted.)

Stock: (Describe and attach sample. A definite selection of stock with sample attached to order is desirable. In some instances it may be satisfactory to specify stock equal in every regard to some fixed standard, but the first course advised is always safest. On important jobs, character, finish, weight, thickness and bursting strength, as well as color, should be specified.)

Process: (Indicate the kind of printing or lithography desired.)

Plates: (Specify the kind of plates required and whether to be furnished by printer or by advertiser; whether job is to be printed from originals, or electrotypes, nickeltypes, etc., and if duplicate plates are required, who is to furnish them.)

Artwork: (Definite instructions, if any are required, including instructions as to whether rough sketches are to be submitted before being finished. If art work is extra, specify maximum charge.)

Colors: (If job is in colors, specify the number as well as the exact colors to be used.)

Design: (Under this heading give a detailed description of the design or designs to be employed.

The more complete the description the easier it will be for the printer or lithographer to produce satisfactory results. Give under this heading corrections or improvements upon any previous designs that may be used.)

Proofs: (Specify that proofs should be submitted, to whom, and when. Delivery date usually depends upon date of O K'd proof. Date for submitting proof is therefore a very essential milestone.)

Packing: (Give full instructions as to manner of packing and quantity in each package. Also for marking of packages for subsequent identification.)

Delivery: (Full instructions regarding date of first delivery and quantity, also time allowed to complete delivery and if of material length the delivery requirements in the meantime. Make reservation here for delivery to different points or consignees if desired, with freight allowances, if any.)

Price:

Special Clause: (Reserving right to decline entire job if a certain proportion is defective—or expressing whatever agreement in this regard is reached between advertiser and contractor.)

Penalty Clause: (If any.)

Terms: (Including cash discount and whether f. o. b. shipping point or destination.)

The above is only a bare outline and almost any important job will present points which would not be covered by all of these headings. This is merely a suggestion of the kind of a memorandum which the advertising manager or purchasing agent of his department should prepare after carefully going over past contracts and determining the points to be covered. The peculiar requirements of some advertisers would suggest perhaps several additional headings to be incorporated in the memorandum.

Carton Sausage Advertised

Oscar F. Mayer & Bro., Chicago packers, have started an advertising campaign on Oscar Mayer's West Bent Farm Sausage, which is put up in one-pound sanitary cartons.

N. C. R.'s New Movie Reel

The National Cash Register Company has produced a three-reel moving picture entitled "The Evolution of a Store," in which the things accomplished and prevented by the use of cash registers are graphically and dramatically shown. A company furnished and directed by one of the producing moving-picture concerns enacted the various parts of the picture in Dayton, and the three reels were first shown at the recent annual sales convention of the company. The company plans to have the picture exhibited all over the country, either under the direct auspices of its agencies or by the various authorities which are interested in educational films.

J. R. Worden Leaves Burroughs

J. R. Worden has resigned from the advertising department of the Burroughs Adding Machine Company, Detroit, to become advertising manager of Frederick Stearns & Co., the drug manufacturing house of the same city. He has been with the Burroughs company for three years and before that was in charge of the advertising of the Port Huron Engine & Thresher Company.

E. A. Holman Joins Staff of Wm. J. Morton Company

Everett A. Holman has been appointed assistant manager of the Chicago office of the Wm. J. Morton Company, special newspaper representative. For four years he has been associated with the foreign advertising department of the Chicago *American* and prior to that time served on the Chicago *Tribune* and as foreign advertising representative of the Chicago Newspaper Union.

Lewis with Campbell-Ewald Company

E. St. Elmo Lewis, whose resignation as vice-president and general manager of the Art Metal Construction Company, of Jamestown, N. Y., was recently announced, has joined the Campbell-Ewald Company, of Detroit as sales and advertising counsel. Mr. Lewis will divide his time between Detroit and New York.

William Armistead to Be Associated with R. J. Reynolds Co.

William Armistead has resigned from N. W. Ayer & Son to go with the R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Detroit Stove Account Goes to Carl M. Green Co.

The Carl M. Green Company, Detroit, has secured the advertising account of the Detroit Stove Works, manufacturer of Jewel Stoves and Ranges.

Cautions Manufacturers Against "Schemy" Dealer Plans

In an Interview the President of the National Association of Retail Grocers Cites a Few Instances

LOOK for the nigger in the woodpile, or words to that effect, is the warning sounded by Frank B. Connolly, president of the National Association of Retail Grocers, to manufacturers who are approached by persons promoting glittering dealer-co-operative schemes that on their face promise a maximum of return for a minimum of expense.

Mr. Connolly was in New York recently, and with a representative of PRINTERS' INK discussed certain phases of dealer co-operation, the sentiment concerning which he has had great opportunity of observing in his official capacity. As he runs three retail stores himself in San Francisco, Mr. Connolly's views have a personal as well as an official value.

Speaking of the kind of scheme that the manufacturer seeking the dealer's sales co-operation would do well to steer clear of Mr. Connolly related the two following advertising ventures as examples that enjoyed but a brief existence in San Francisco.

TWO SCHEMES THAT ARE OPEN TO ABUSE

Two ex-newspapermen of that city went around and signed up 12 manufacturers and 100 retailers on a combination assortment whereby, once a month, the purchaser of a ticket was entitled to the entire assortment for half price. The organizers of the proposition drew five dollars a month from each retailer and manufacturer in the combination. The scheme flourished for a time until the local retail grocers' association called a halt. In the first place, their objection was that it discriminated against all the other retail grocers in the city. Then, again, the plan was open to abuse, because a good customer of a grocer would want the benefit of the offer more than once a month, and, rather than lose her patronage, he would give her the cut rate. Then, too, instead of the offer including a combination of standard, advertised lines, the promoters of the scheme took the occasion to slip in obscure brands of uncertain quality that seized the opportunity to get cheap advertising in a combination offer that included some well-known advertised goods.

Another scheme of a similar sort was where a number of manufacturers were signed up to contribute to a fund from which prizes were to be awarded periodically for the lodge, church, club, etc., who should send in the largest number of trade-marks or labels clipped from the manufacturers' cans or packages. Prizes were also offered the grocer showing the largest sales of those goods and the grocer's clerks. On the face of it, it looked like a good stunt, as it had everybody concerned working for the sale of the goods concerned. As the day of reckoning approached, however, it was found that a customer would put in a big order for the goods; far more than she could possibly use, in order to swell the number of labels collected. Then when it came to paying the monthly bill she would say: "I can't pay all that now, but will pay you so much on account."

The grocers decided that the customers were gambling with their money, and that caused the demise of this scheme.

Mr. Connolly said that grocers like the plan whereby manufacturers get them to stock goods on the promise to buy back such as are not sold by a certain date. This is better than the consignment plan, he thinks, but the grocer is a little chary of this plan, too, because of the possibility that the concern might fail.

"The retailer on the whole is coming to regard the manufacturer's advertising as a legitimate

investment, working both for the manufacturer and the retailer," said Mr. Connolly. "Anything that tends to reduce the dealer's sales efforts and cost of doing business is regarded favorably."

Asked about the trend of sentiment regarding dealer-helps, Mr. Connolly said that the retailer welcomes the manufacturer's co-operation, but that such helps must be of the right kind.

"We are opposed to the so-called 'free deal,'" he said. "We are also against house-to-house canvassing that gets tentative sales which are not actual sales, and which are used as a lever to get the grocer to stock a line by showing an alleged demand for such goods in his locality. Such promissory sales are really made just to get rid of the canvasser, and the grocer, having stocked the line in question, gets none, or but a very small percentage of these paper sales.

"Out on the Coast, however, they have been trying out a form of canvassing that has been meeting with success and favor by the retailers. This is where the canvasser actually makes a cash sale at the door, giving in return a coupon or ticket which, when presented at the store, entitles the purchaser to two of the articles for the price paid for the ticket. This works favorably for all: the customer gets two for the price of one, the retailer gets the proceeds and profits from the actual sale of the coupon, and the manufacturer, while standing for the expense of the extra article, gets the benefit of having the consumer use two of that article as a trial introduction to his goods."

From the dealer's standpoint also, Mr. Connolly said that the coupon clipped from a newspaper or magazine advertisement and redeemable at the grocer's for a trial can or package of the advertised article is regarded favorably. While the manufacturer stands the cost, this method eliminates the expense of a personal canvass.

"We also like a manufacturer's demonstration sales, although they are no doubt costly for him. Dealer-helps in the form of counter-stands, etc., are always welcome."

Winter Campaign to Fill Ice Boxes

The Merchants' Ice & Cold Storage Company, of Louisville, is running its second winter campaign to stimulate the use of ice during cold weather. "Keeping ice in your refrigerator during the winter months is not a luxury, but an economy," a typical announcement says. "During cold spells it doesn't melt and cost you anything, but it is all ready to keep your food from spoiling when a warmer day comes. Won't you try our winter service and be convinced of its economy, convenience and small cost?"

The plan of using newspaper advertising to educate the public on this subject was used last season for the first time, and brought fairly good results, according to officers of the company, though they admit that it was difficult to overcome custom. This year the results are already developing and it is hoped that the initial work done last year will pave the way for a more successful campaign this time. The ice journals have been urging members of the trade to undertake local advertising campaigns of this kind for some time.

Could Portland Buy These Things Home-made?

In this manner did a speaker before the Franklin Club in Portland, Ore., sketch the city's dependence on the outside world:

"Some of us Portland people get up at the alarm of a Connecticut clock, button our Chicago suspenders to our Philadelphia pants, wash our faces with Cincinnati soap in a Pennsylvania basin; sit down to a Grand Rapids table; eat Nebraska bacon and Chinese eggs; spread our toast with Australian butter or eat rolls made of Wisconsin flour and Kansas lard; walk out of a house plastered with a Scotch mortgage; ride downtown on a Detroit jitney; do business with money borrowed from the East; advertise with printed matter produced in San Francisco; traverse streets bonded by New York capitalists; at bedtime read a verse from a Boston Bible; say a prayer composed in Jerusalem; crawl under a New Jersey blanket, and are kept awake by the yeowlings of a Portland cat, the only home product of the entire layout."

Advertising Company Formed in Alliance, Ohio

The Household Advertising Company, of Alliance, O., recently incorporated with a capital stock of $25,000, is a new agency which expects to specialize in various forms of direct and novelty advertising for all lines of business.

Hartley Robinson Resigns from "American Motorist"

Hartley Robinson has resigned as manager of the Chicago office of *American Motorist*. He has not yet announced his plans for the future.

Picture a City of Whirling Industry

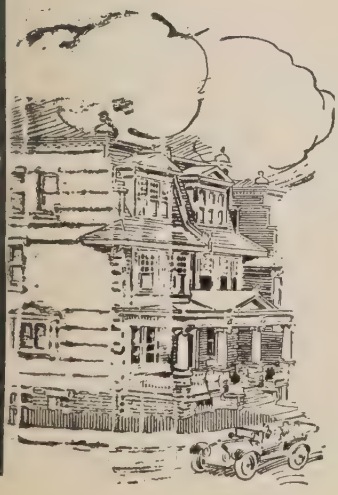
—the roar and throb of the steel plants—humming looms in textile mills—trainload after trainload of commodities going out and millions upon millions of dollars coming in. That is the present picture of—

Prosperous Philadelphia

Now picture the busy inhabitants—the hundreds of thousands of workers—the thousands of foreman and assistants—then above all, the thousands of hustling executives whose bigness of brain has brought bigness of income.

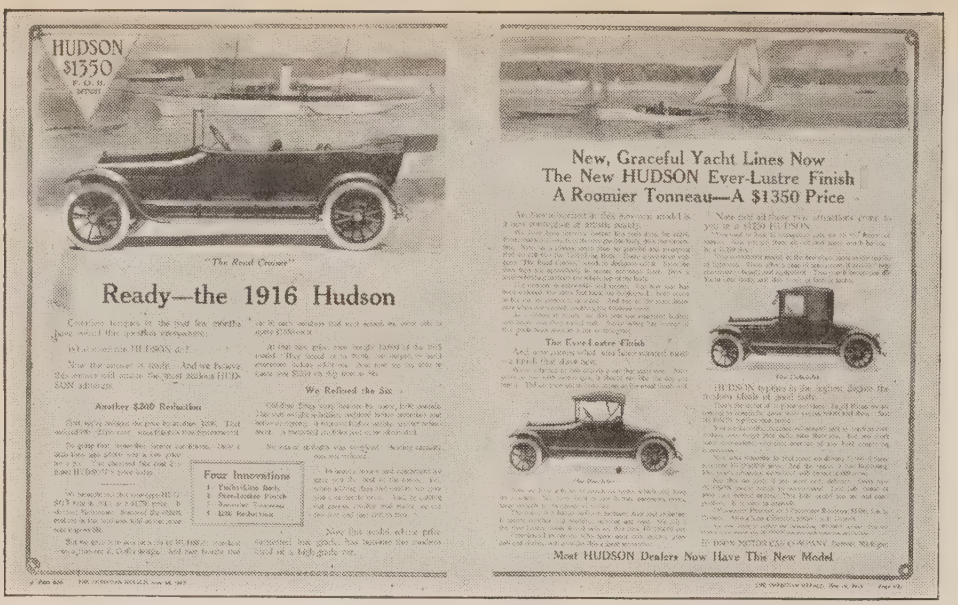
Picture these Philadelphians in their homes—with happy families. Focus on the families of better-than-average income, buying freely, enjoying life and all the good things that go with it.

Right here is the advertiser's strongest field—and right here is the bulk of the circulation of 160,000 copies of the Ledgers. The combination rate is, for the present, 25 cents a line.



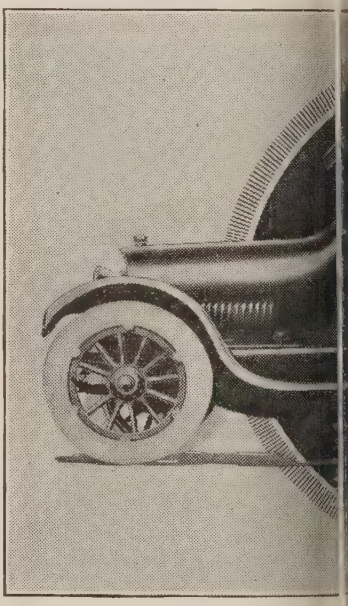
PUBLIC LEDGER
EVENING LEDGER

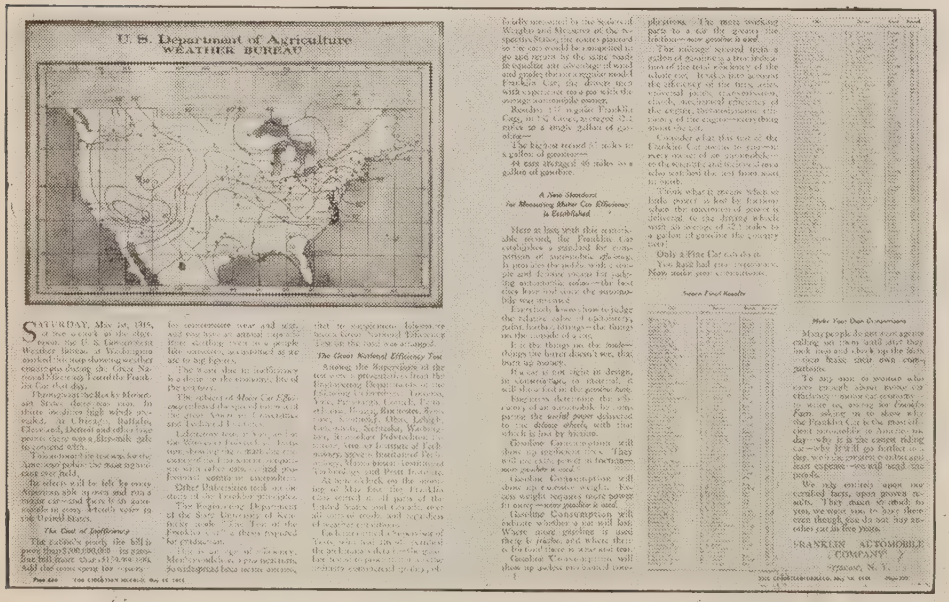
INDEPENDENCE SQUARE
PHILADELPHIA



HUDSON

The record of the Christian Herald has been one of the remarkable features of this year's automobile advertising. In a total of seventy general weeklies and monthlies the Christian Herald is today fourth in number of agate lines of automobile advertising carried.





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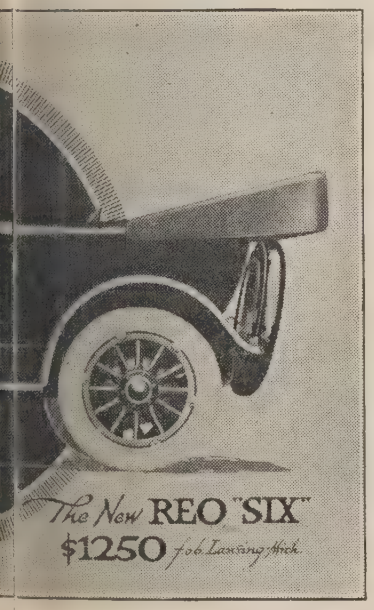
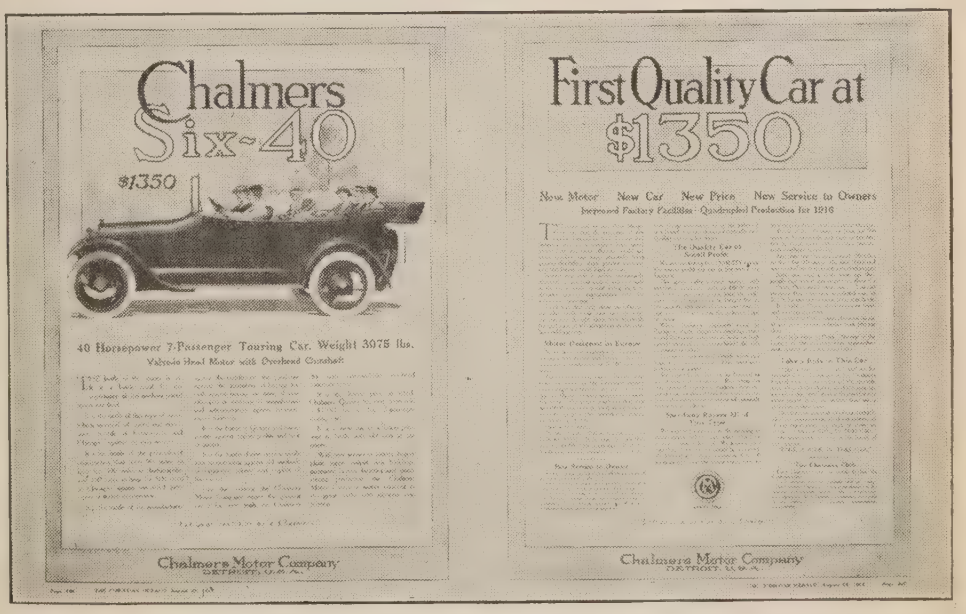


Unexcelled reader confidence, high purchasing power and a distribution admirably adapted to marketing automobiles have been important factors in leading the keenest space buyers in the country to prefer the Christian Herald.

AN
D
York



CHALMERS

The farmer is a manufacturer. His farm is his plant. The farm paper is his trade journal.

The value of the trade journal to the farmer depends upon the information that he can secure from its pages that will help him in his business. The Oklahoma Farmer-Stockman deals with agricultural conditions that obtain in its own zone. Carl Williams, editor, George Bishop, contributing editor, two of the strongest writers on agricultural subjects in the southwest, conduct departments in the Farmer-Stockman that will appeal to every intelligent farmer. Mr. Bishop, until recently with the Farm Journal, will hereafter contribute exclusively to the Farmer-Stockman.

The Oklahoma Farmer-Stockman, with a total net paid circulation of 100,000, distributes more than 65,000 copies in Oklahoma and over 25,000 in northern Texas. It carries more business of every classification than any other farm paper in the state. It has grown faster than any other farm paper in the country. —Member A. B. C.

One more issue remains in which to enjoy the 30c per line rate. From January 1st, 1916, the 40c rate is effective, and every line of display advertising in the Farmer-Stockman after that date will pay the 40c rate.

OKLAHOMA FARMER STOCKMAN

Oklahoma City, Okla.

REPRESENTATIVES:

THE E. KATZ SPECIAL ADVERTISING AGENCY

15-19 Madison Sq. N., New York, N. Y.

Harris Trust Bldg., Chicago, Ill.

612 Waldheim Bldg., Kansas City, Mo.

Copy That Features the Romantic Role Played by Your Product

How Various Advertisers Have Found and Applied Real and Unusual Stories

By Henry A. Beers, Jr.

WHEN a block or so of the temporary deck over the new Seventh Avenue subway excavation in New York gave way one morning this fall and engulfed a surface car and many pedestrians, one of the first emergency calls was for wreckers.

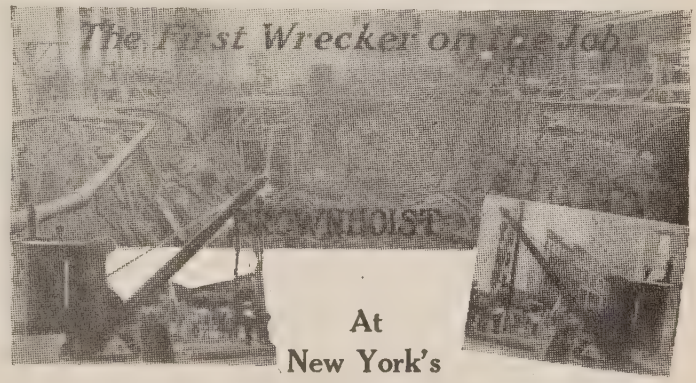
Up at the Times Square section of the contract, almost a mile from the cave-in, a three-ton locomotive crane was at work. Immediately on receipt of the S. O. S. for help from the contractor in distress at Twenty-fifth Street, the little crane was started for the scene of trouble. Under its own power it panted and puffed over the uneven planking of Seventh Avenue's temporary roadway, covering the 17 intervening city blocks and starting in on cleaning up the debris in double-quick time.

Here was a sidelight on a story of many ramifications and widespread news value that might easily have been lost in the shuffle.

The Brown Hoisting Machinery Company, of Cleveland, Ohio, however, figured that it was too good to be overlooked. One of its cranes had been enabled to play an active, useful part in an event of great public interest—and did it on the jump.

Quick to realize the romantic appeal of the situation, a photographer was rushed to the scene to get photographs of the great gulf of the uncovered excavation, and views of the Brownhoist Crane in different active poses. These photographs comprised the setting for a semi-news copy story under the caption, "The First Wrecker on the Job at New York's Big Subway Disaster," that made a page ad of striking attention value and unusual interest in one of the engineering publications.

Probably no advertisers are so put to it thus to employ the unusual as a means of achieving variety in their copy as those in the technical field. In copy of such highly specialized character there is the constant danger that one man's advertisement may too often appear and read just like



At New York's Big Subway Disaster

When the call for help came on the big subway wreck on 7th Ave., the first wrecker on the job was a 3-ton BROWNHOIST LOCOMOTIVE CRANE.

It was stationed on the Times Square contract at 42nd St. and Broadway, but when the neighboring contractor at 25th St. and 7th Ave. sent word of the cave-in the little Brownhoist hustled down 7th Ave., 17 city blocks, under its own power. It got to work right away, and by the time the heavy cableways could be rigged, a big hole had been made in the wreckage.

The Brownhoist stayed on the job to rehandle the material hauled out by the cableway, loading it on motor trucks.

Contractors should note that when the call came, the little crane was not found idle due to any repairs—but it was plugging away at its daily work as it has been doing for the past year. To have a well built crane is just as important on every day work as in times of emergency. It means money to the owner.

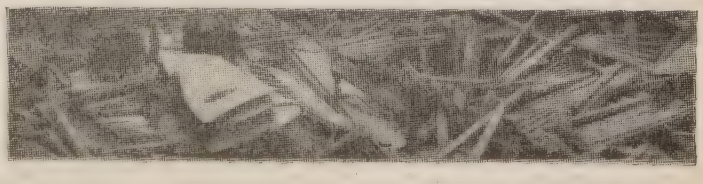
We are always glad to give you any information, such as prices, capacities, speeds, etc., on the various sizes of cranes. Also ask for our catalog I, if you haven't a copy.

The Brown Hoisting Machinery Co.

Cleveland, Ohio

BRANCH OFFICES:

NEW YORK, 50 Church Street — PITTSBURGH, Oliver Building
CHICAGO, 208 S. La Salle St. — SAN FRANCISCO, Monadnock Bldg.
MONTREAL, P. Q., CANADA, 145 St. James St.
PORTLAND, ORE., The Colby Engineering Co.



INTEREST SECURED BY THE DRAMATIC NEWS VALUE OF ILLUSTRATION

the next's. It is to avoid this that the shrewd technical advertiser is constantly on the alert for anything of an unusual nature that may arise in connection with his products with which to make new and striking copy appeals. And, fortunately for him, by its very nature, few fields offer so prolific a source of what we may call the romantic in advertising. Take another example:

The last girder to complete the span of the Hell Gate Bridge of the New York Connecting Railroad, the world's greatest steel arch, was about to be hoisted into place. Throughout the course of assembly, as the two great segments approached nearer and nearer from either side of the river, the position of each additional girder as it went into place was checked by means of a transit which was set in a pedestal of solid concrete on land below the bridge's span.

The two gigantic segments met with mathematical exactness; not the deviation of an inch's fraction.

A TECHNICAL ADVERTISER BRINGS ROMANCE TO HIS AID IN THE HEADLINE AND ILLUSTRATION

ADVERTISER HAD PHOTOGRAPHER ON SPOT

The Hell Gate Bridge is one of the new wonders of the world—a new engineering triumph. For the world at large its building and completion presents a story of great romantic interest; to the engineering world how much greater the appeal!

W. & L. E. Gurley, of Troy, N. Y., makers of the transit that checked the placing of the girders, were not slow to make capital of the opportunity thus afforded to advertise their instrument. As the last girder hung midway between sky and sea, a photograph was taken that included the engineer following the beam's course through the transit, big on its pedestal in the immediate foreground, the beam and the sturdy sweep of the great steel span in the middle distance, with the concrete approaches to the bridge fading away in the background.

Altogether, this photograph, splashed over a page in an engineering weekly with a few simple words to tell the story, made an ad of exceptional romantic interest as well as professional appeal.

The advertising value of the two ads cited was unusual through its close correlation with news stories of universal interest. More often, however, technical copy must depend on incidents whose story appeal is mainly confined to the field of its readers. The following copy from one of the National Tube Company's advertisements is repeated just as it ran to show how a business adventure

Anthony Comstock's Valedictory

With prophetic and pathetic vision Anthony Comstock wrote for the January Designer his last appeal to the public he served so long.

One's Famous Friends

The Designer begins in January a new department called "One's Famous Friends," edited by Miss Jeanette Gilder, the intimate of so many notable people of this and the last generation.

The First Lady of the Land

Photographs of the new First Lady of the Land and her girlhood friends in Virginia will be of close interest to readers of the January Designer.

There is no more timely monthly magazine than The Designer.

The Designer

One of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit on a guaranteed circulation of 1,400,000. The other two members of The Trio are the Woman's Magazine and The Delineator.

16 Vandam Street New York

A Prosperity Story from Kansas City

A gain of 7,000 in circulation is The Star's record since December 1, 1914. This means a circulation considerably in excess of 200,000 every morning and every evening. The bulk of this gratifying gain, as shown in the detailed figures printed below, was in the city circulation. Today The Star is selling more than 100,000 copies every morning and every evening in the Greater City.

The town was covered completely a year ago. The gain in The Star's city circulation simply reflects the growth of Kansas City. It means the addition of thousands of families to the population of the Greater City!

And incidentally, during the last month, The Star carried 354 more columns of advertising than it carried the same month a year ago.

EVENING AND SUNDAY.

	Nov., 1915.	Nov., 1914
City	**103,620**	99,177
Country	**104,416**	102,020
	208,036	201,197
Gain		**6,839**

MORNING.

	Nov., 1915.	Nov., 1914
City	**100,255**	95,813
Country	**104,423**	102,053
	204,678	197,866
Gain		**6,812**

	Nov., 1915.	Nov., 1914
Weekly Star	**337,665**	328,887
Gain		**8,778**

Free copies and waste output are not included in the Star's circulation statements.

THE KANSAS CITY STAR

may embody such features that a straightforward recitation of the facts in story form will carry the sales punch with it.

"They were casing a well down on the Samuel Kime farm," the copy runs, "in the little village of Crawford Corners, Medina County, Ohio, and were using 1,640 ft. of 8¼-in. 24-lb. National Oil Well Casing. Suddenly the casing line broke—the elevator went out of business in a flash and 34,560 pounds, or some 1,440 feet, of National Casing dropped 200 feet to a bottom of limestone.

"What happened?

"Did the terrific impact reduce the pipe to a cracked, twisted and partly fused mass of junk metal?

"Nothing of the kind.

"They were able to use the same elevators to pull it out that had been used to put it in—because the 'National' pipe was not even 'swelled' enough to make this startling feat impossible. And when they drew out the pipe they discovered that two, and in three different instances, three sections had been telescoped without a crack."

Under the headline, "Equivalent to a gun-muzzle energy of 6,912,000 ft.-lbs.!" this story made a two-page spread and caused unusual comment.

Quite often the alliance of the story and the product is chronologically not so intimate as the preceding examples. Where, for instance, is the manufacturer of cast-iron pipe who at some time or other has not referred in his advertising to the cast-iron piping in the gardens of Louis XIV at Versailles, which records can prove has been in service for 250 years?

Indeed, the background of history has been invoked often to put the flavor of romance in more than one technical advertiser's copy.

SENSATIONAL TREATMENT OF AN UNUSUAL ACCIDENT BROUGHT INTO PLAY

HISTORICAL TOUCH PUTS TO-DAY'S QUALITY INTO SHARP RELIEF

Within the past year one of the leading technical trade papers ran a historical series of advertisements on "The Evolution of the Lathe." These created such widespread comment that some of the Western colleges wrote to inquire where they could get hold of the woodcuts shown in the

copy for use in their technical classes. In this series the upper half of the page was devoted to the historical talk and cuts of the old lathes; the lower half to the lathe being advertised. The following sample of the copy run shows the method of gaining advertising contrast:

"Search the annals of the misty past and you will find that the lathe is the oldest machine tool. . . . There is little about the rude device shown herewith (a French screw-cutting lathe of the Middle Ages) to associate with a lathe of modern design," while the copy run with the lathe being advertised is headed, "Compare the Above to this 18-inch Selective Head Lathe."

THE ROMANCE OF HISTORY IN A TRADE-PAPER ADVERTISEMENT

It is not to be wondered that such a series, instead of a conventional half-tone and copy such as "This is a good Lathe," gained wide attention. In fact, so successful as attention-pullers did this series prove, that the manufacturer of a metal planer is now running a series on the "History of the Planer" along somewhat similar lines.

These are some examples of how unusual circumstances in connection with an article may be utilized to good advantage in advertising copy. PRINTERS' INK has previously shown samples of the "Elgin Wonder Tales," in which were featured Elgin Watches that had come through adventures of a decidedly romantic flavor.

HOW THE RIGHT KIND OF ROMANCE IS DISCOVERED

Where and how does the advertiser get wind of these business romances? The channels for such information are as varied as the intricate network woven by the threads of commerce. Sometimes he or his agent may be constantly on the lookout for the unusual incident that will make good copy. Sometimes they are discovered in reports from salesmen. Again a customer will sense the story in some experience with the manufacturer's product, and will write in to tell of it on his own hook. One advertising manager makes it a point to keep his ears open for this sort of copy material when talking with consumers at conventions.

In the case of the historical advertisements mentioned, the materials were collected by careful research work in libraries and from editorial matter previously published in the publication's editorial columns.

Sometimes such a story will come in quite unsolicited from an entirely disinterested person. One of the technical trade papers not long ago ran a page ad for the

Nicholson File Company, of Providence, R. I., showing how an old Indian had made a razor from a Nicholson file. The president of another manufacturing concern had run across the curio, and noticing the name of the manufacturer on the file, sent it to him with a letter explaining the circumstances.

"From what I was able to learn," the letter reads, "this curio was made by an old Indian in the Indian village of Pawhuska, ten years ago from one of your files, all of the work being done by hand, using nothing but his crude tools, which consisted of a hand bellows, a flint hammer and an emery rock.

"If you will notice, it is as nearly perfect as if done by machine, the edge of the blade being in perfect alignment.

"It was used by this band of Osages for about eight years . . . to shave their heads, with the exception of the scalp-lock (which an Osage Indian runs in a line about two inches wide from his forehead to the back of his head), and was then presented to the man who gave it to me."

Such a letter, with a half-tone of the razor and a line drawing of the Indian barber shaving the polls of his brothers in the Indian village street, made advertising copy with a decidedly romantic setting for so apparently mundane an article as a file.

At times an advertiser will get track of a story about his product so unusual that, to make his copy read plausibly, he is obliged to deal gently with the actual facts.

"Some of the stories that come to us are really so strange that we have to tone them down," writes one of these to PRINTERS' INK. "Take, for example, a story that came the other day from the Southern oil field which told of some drill pipe which had been blown out of a well and bent and twisted almost into several bow knots. Of course, they thought it was good for nothing but scrap; however, they were some distance from a source of supply and they finally got busy and straightened it and actually used all the material again.

"Remember that drill pipe isn't the casing of the well, but is the material which is used to do the drilling and, of course, must be absolutely straight; hence we were almost afraid to use this story for fear it would sound too much like fiction."

Anything salable has potentialities for romance. The only trouble about discovering and utilizing the romance in business, as in any other side of life, is that the rank and file of mortals are rarely able to recognize real romance when they meet it face to face. When it is found for them and well adapted, it makes some of the best sort of advertising copy.

Supplement to South American Trade Directory

The Bureau of Foreign and Domestic Commerce, through the co-operation of American consular officers, has completed a revision of the lists of importers and merchants located in Buenos Aires, Bahia Blanca and La Plata, Argentina. These lists form a supplement to the Trade Directory of South America, which was published in 1914 as a section of the new edition of the World Trade Directory.

In publishing the Trade Directory, the bureau was obliged to go to press without the list from Caracas, Venezuela. A revised directory for that city has been prepared, and is presented in this supplement, together with a later list for La Guaira, Venezuela.

The supplement contains 37 pages, and is sold at five cents per copy. It may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C.

Advertising Women Will Discuss Space

The New York League of Advertising Women will listen to addresses by buyers and sellers of space at this month's meeting, to be held at the Prince George Hotel on the evening of December 21st. Among the speakers will be F. St. John Richards, special newspaper representative; Barrett Andrews, of *Every Week;* Jesse Wineburgh, president of the New York City Car Advertising Company; H. E. Davidson, Eastern Manager for Geo. Enos Throop; and Miss M. S. Harris, of Sherman & Bryan.

H. T. Brownell has become associated with J. T. H. Mitchell, Inc., New York.

Publicity to Promote Good Government

Accounting to Public Benefits Civil Administration as Advertising Does a Manufacturer

By Geo. W. Perkins

Chairman Finance Committee and Director International Harvester Company; former partner of J. Pierpont Morgan & Company.

Address delivered before the Advertising Club of New York, December 3, 1915.

FOR many years I have been a firm believer in the value of publicity as, in a sense, a cure-all for many of the ills in our business and political life.

My first experience with publicity and its great value as a business asset was when I was connected with the New York Life Insurance Company. During my young manhood, while with the field force of the Agency Department of that company, the practice of all life insurance companies was to give their policyholders, their agents and the public generally just as little information as they possibly could. The idea was to conceal everything as nearly as possible, on the theory that their competitors would find out something that would be to the competitors' advantage. This practice, as a matter of fact, often led the management of life insurance companies to cover up mistakes in their internal management and accounts, and transactions that were often worse than mistakes. This practice naturally caused them to drift into the habit of doing this, because, under their secret practices and lack of publicity, the chances were that no one would find out the mistakes and wrongdoing. Of course, under such a system some improper transaction would come to light every once in a while, and there would be a great turmoil and exposure, with the result that the life insurance business generally would be injured because of the distrust and uncertainty engendered in the public mind as to the exact standing of the companies or the business methods employed.

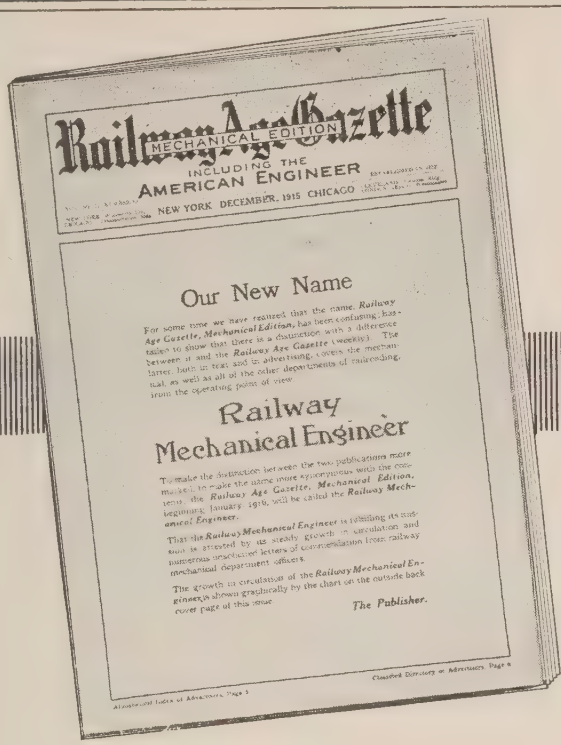
As I worked up through the different departments of the New York Life Insurance Company until I became one of its vice-presidents, a group of men headed by John A. McCall, president of the New York Life, found themselves in accord as to the desirability of complete publicity in the affairs of the company, and step by step, in a few years, the New York Life came to adopt a system of absolute and complete publicity in its affairs. Its policy contract was simplified; it was freed of all legal and complicated phraseology and became a document so simply worded that the holder of a policy did not need a lawyer to interpret it and detect catch-phrases. The company's annual statement became complete in all its details as to assets, expenditures, reserves and liabilities. It was printed in full in the newspapers and it was issued in full in pamphlet form and a copy sent to each policyholder for his information and to each agent for his use as a canvassing document with which to secure new business.

PUBLICITY BROUGHT INCREASED BUSINESS TO NEW YORK LIFE

The step was revolutionary. For some time the other companies fought it, and we in the New York Life were regarded as a set of madmen; but almost immediately the change in the company's practice brought its reward in a largely increased new business, and the business of the New York Life grew so rapidly that other companies, one by one, were forced to follow, in whole or in part, the New York Life's example of complete publicity.

The adoption of a policy of

(*Continued on page 69*)


Railway Age Gazette
MECHANICAL EDITION
INCLUDING THE
AMERICAN ENGINEER
NEW YORK DECEMBER, 1915 CHICAGO

Our New Name

For some time we have realized that the name, *Railway Age Gazette, Mechanical Edition*, has been confusing; has failed to show that there is a distinction with a difference between it and the *Railway Age Gazette* (weekly). The latter, both in text and in advertising, covers the mechanical, as well as all of the other departments of railroading, from the operating point of view.

Railway Mechanical Engineer

To make the distinction between the two publications more marked, to make the name more synonymous with the contents, the *Railway Age Gazette, Mechanical Edition*, beginning January, 1916, will be called the *Railway Mechanical Engineer*.

That the *Railway Mechanical Engineer* is fulfilling its mission is attested by its steady growth in circulation and numerous unsolicited letters of commendation from railway mechanical department officers.

The growth in circulation of the *Railway Mechanical Engineer* is shown graphically by the chart on the outside back cover page of this issue.

The Publisher.

Classified Directory of Advertisers Page 6

Alphabetical Index of Advertisers Page 3

Re-Christened!

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In passing, let us add that since January, 1912, the circulation of the *Railway Mechanical Edition* has increased just 66⅔ per cent. The advertising rates are exactly the same as they were in 1912. May we quote them?

Simmons-Boardman Publishing Co.
NEW YORK CHICAGO CLEVELAND

Charter Members Audit Bureau of Circulations

Railway Age Gazette | Railway Signal Engineer | Railway Mechanical Engineer | RAILWAY ELECTRICAL ENGINEER

WOMAN'S WORLD

announces the appointment of

Pierson A. Skelton

as

Western Advertising Manager

on

January 1, 1916

Mr. Skelton has had a sound advertising and selling experience and he leaves our New York Office with a splendid service equipment to fill a big job.
I thoroughly commend him to your consideration.

Walter H. Manning
Advertising Director
WOMAN'S WORLD
286 Fifth Avenue, New York City

WOMAN'S WORLD

announces the appointment of

Charles W. Corbett

as a member of its

Western Advertising Staff

effective January 1st, 1916

Realizing the unusual scope of this field, Mr. Corbett comes to us from the position of Advertising Manager of The Housewife after Nine Years of constructive work.

He is the kind of man you can trust.

Walter H. Manning

Advertising Director

WOMAN'S WORLD

286 Fifth Avenue, New York City

PAGES IN COLOR

Through color photography, and a special process of reproduction, Harper's Bazar has succeeded in reproducing the actual appearance of fashions and of furniture.

Not merely the flat colors of the fabric are shown, but its effect when in use—with all the modulations of light and shadow—is brilliantly reproduced.

In the January issue you will find the first three of these pages in color. We have chosen three new designs by Lady Duff Gordon (Lucile), posed on her celebrated model, Hebe; also three Paris designs by the great artist, Erté; and a water-color painting of the galleried hall in the residence of Mr. W. M. Elkins, near Philadelphia.

Costly as this process is, utilizing no less than twelve colors, we have adopted it in the expectation of making Harper's Bazar not merely the best rounded magazine in the class field, but the most beautiful of all magazines. Look for the first three pages in color in the January Number of

HARPER'S BAZAR

We will be glad to mail proofs of these first three pages to anyone interested in color work.

complete publicity was not only beneficial in securing new business, but it showed results at once in the financial management and every other branch of the company's affairs; for every man, in every department, realized every day that his transactions were bound to become public; that the company's investments, whatever their character, must be scheduled item by item at the end of each year and exposed to the scrutiny of the entire world.

I have never forgotten this experience of mine with publicity in the New York Life, and I have tried in every corporation with which I have been connected to bring about, so far as one man's influence can, the same sort of public accounting. Indeed, wherever situated, whether in business or public affairs, I have endeavored to introduce and use publicity, both as a medium of strength and protection and to advance the practical success of the undertaking.

The more I have studied, worked with and seen the results of full, frank and complete publicity the more I have come to believe that it is almost a cure-all for many of our modern business ills. The subject is a very big one and can scarcely be covered in a short paper like this; but, to put it as concisely as I can, I believe that the reason why publicity in our day and generation can accomplish so much is, primarily, because of the intelligence and fair-mindedness of our people. I firmly believe that all that our people as a whole want or ask is a fair, square deal. They do not expect managers of business concerns or leaders of political parties to be infallible; they know they are human and liable to make mistakes; but the people want to know how their business managers and political leaders handle the affairs entrusted to them.

We Americans are not afraid of things simply because they are big, provided that they are big in the open, above board; but we are afraid of secretive, blind-pool methods. And it is largely because of secretive, blind-pool methods that our people have been afraid of large aggregates of capital under what is known as corporate control. That is why they have been afraid of legislation conducted by a small group of men in star-chamber councils.

PUBLICITY MAKES FOR CLEAN GOVERNMENT

Perhaps the best illustration of the value of publicity is found in the office of President of the United States. It is commonly conceded that no ruler in the civilized world has more complete and far-reaching individual power than the President of the United States; yet he is governed and controlled by very few specific laws, rules and regulations. But from the moment he arises each morning until he retires at night his every act, almost his every look, step and word are chronicled, published, criticized and analyzed. He is controlled and regulated by the strictest and completest sort of publicity. Our people would not for one moment entrust him with the power he has, even though he were surrounded and bound by a myriad of laws and rules, if he conducted his work and lived his life in comparative secrecy and away from the public gaze.

In view of this satisfactory experience with the office of President of the United States, might we not expect something at least approximately as satisfactory in the management and control of less important positions, such as State and municipal offices, if the same policy of publicity were pursued? And is it not only fair to infer that the lack of publicity as a means of regulation and control in State and municipal offices accounts in large measure for the maladministration and inefficient administration that is so often noticeable in offices of this character in this country?

So far as complete publicity has been practiced in our large industrial corporations it has been equally successful. Is it not high time, therefore, that we gave more thought to and applied in a more practical way the principle of publicity in our industrial and political affairs?

From my observation I firmly

believe that in another very important respect publicity is a great cure-all, viz., in the relations between capital and labor. Secrecy, concealment, lack of information have done more than anything else to arouse suspicion on the part of labor that all was not as fair and equitable as it should be between capital and labor. I am perfectly satisfied that labor is more than willing that capital should have a handsome return in the way of interest or dividends; but when it does not know whether that return is fair, handsome or exorbitant you cannot expect labor to be contented and free from suspicion.

I believe that when a business concern becomes so large that the capital it uses is represented by more than a few people living in the same neighborhood, it should be required to furnish at least annually a complete statement of its affairs; that it should do this for the benefit alike of its stockholders, its consumers, its employees and the public generally. If this were required by law of all corporations, in place of being done, as at the present time, by a few corporations as a favor and because certain managers believe in it as a policy, we would be surprised at the rapidity with which many of the evils of which we complain would disappear.

Publicity would accomplish what the Sherman Law does not, viz., abolish false prospectuses, overcapitalization and stock-watering. Full and complete publicity would practically do away with these and kindred bad practices and crimes which are constantly recurring and for which the public has no redress at present.

I stand for and believe in publicity—full, frank, complete.

Encyclopædia Britannica in Mail-Order Edition

The Encyclopædia Britannica Corporation, New York, is advertising a "handy edition" to be sold exclusively through Sears, Roebuck & Company, Chicago. The cash price of the small edition is about one-third that of the Cambridge University issue, and is being sold by the mail-order house by installment, the first payment required being $1.00.

Proprietaries Have Public Confidence, Says Mr. Balliett

FOSTER-MILBURN COMPANY.

BUFFALO, N. Y., Nov. 30, 1915.

Editor of PRINTERS' INK:

There is just one note in your article of November 25th on the campaign under discussion in the Proprietary Association, of which I am a member of the executive committee, that jarred upon my sensibilities—that is, the expression which is repeated two or three times in the article to this effect,—"to win back the public confidence in proprietary commodities."

While it may be true that there is a lack of confidence in medical advertising on the part of some small classes of people, it cannot be said truthfully that this applies to the majority, nor any considerable percentage, even, of the public. The products of proprietary manufacturers in one year, according to statistics compiled by the Bureau of Manufactures, at Washington, amounted to $160,000,000. Any class of products which is sold to this extent cannot be said to have lost public confidence.

FOSTER-MILBURN COMPANY,
Carl J. Balliett, Ass't Treasurer.

Bets That Advertisers Have Missed

Alert as our friends the advertisers are, they miss an occasional chance. Why not revise the old fairy tales? And "Mother Goose"? Why not an advertisers' edition of these? In "The Three Bears," frinst, the remark might be "Somebody has been at my Pettijack's Oklahoma Breakfast Food!" What kind of bread was Little Red Riding Hood taking to her grandmother? What brand of butter? What was the shortening used in Little Jack Horner's Christmas pie? Was it a Klaxon that Little Boy Blue blew?

And the ancient and jovial monarch is a mine for advertisers. E. g.:

Old King Cole was a merry old soul,
And a merry old soul was he;
He called for his Johnnypipe of Dinner-coat Tobacco, and he called for his bowl of Oatena,
And he called for his Jameson's Stringed Three-Piece Orchestra, Special Rates for Balls, Parties, Weddings, etc.

—*F. P. A. in "New York Tribune."*

To Advertise Industries of South

The Industrial Association of the South was organized last week at Nashville, Tenn., the object being to advertise the South and promote that section generally. It is planned to raise $500,000 for publicity work. State directors covering most of the territory were chosen. The first meeting, at which definite plans will be made for carrying out the work proposed, will probably be held at Louisville in a few weeks.

Non-Advertising Industries Retard World's Prosperity

A Greater, More Efficient Selling Effort Would Bring Benefit All Up and Down the Scale of Society

By W. R. Hotchkin

Director of the Cheltenham Advertising Agency, New York

THE towering structures of the greatest modern business successes are built upon advertising.

We could no more go back to conducting business without advertising than we could go back to the days when we had neither telephone nor electric light.

The manufacturer of automobiles, who has an output of ten thousand or more cars a year, could no more market them without advertising than he could operate them without electricity.

When we admit the vital necessity of advertising to the businesses that have become great because of it, *what must we say about the owners of undeveloped businesses who do not advertise, or who do not adequately advertise?*

Great national advertisers and aggressive local advertisers have, in one generation, brought America from a third-rate position commercially, until to-day she holds first position.

To-morrow's great step forward must be in the direction of expanding the enormous possibilities of America's still *undeveloped* businesses. That is our line of least resistance and most rapid growth.

Hundreds of weakly promoted industries are holding back the nation's progress and the city of Baltimore's progress to-day.

Every moderately successful concern, which is failing to advertise aggressively, is retarding the city's prosperity and the nation's prosperity—and it is failing to give profitable employment to hundreds or thousands of people, who, by means of such employment, would in turn become greater consumers of other products and thus carry to infinity the growing circles of nation-wide success.

This is not a stimulus to *greed!* I do not wish to prod contented men to the mere accumulation of more millions of dollars!

If the millions come, with broad-minded effort, they will be deserved, and, for the most part, welcomed.

I am pointing to these economic facts to draw the attention of men holding strategic positions in the commercial world to their responsibility as stewards of the world's prosperity.

Sometimes, in this world, we can do as much harm by what we *fail to do* as by what we could criminally do.

SHOW "LITTLE NECKS" THEIR RESPONSIBILITY

The other day I heard Hugh Chalmers illuminate this condition. He was talking about salesmen and distributors who didn't do as much as they might. He held up the water bottle, pointed to the big bowl of the bottle and its little neck. There was the big volume of water, but it couldn't be poured out any faster than the little neck would let it come.

He said that organizations were full of "little necks" that were retarding business growth; and that the only thing to do was to *cut off* the little necks!

But there is often another and more valuable thing to do.

Let us broaden the outlook and the ambition of the "little neck." Let us impress upon him more of his *responsibility.*

When this is accomplished, we can create a new unit of force to work for the general prosperity.

If he is doing a big business

Portion of an address before the Advertising Club of Baltimore, December 2, 1915.

without advertising, he could unquestionably do a vastly greater business *with* advertising; and he is not fulfilling his full duty to his employees, his associates, his community, while he is doing less than his best to promote and increase his business.

Now I want to say a word about the *kind* of advertising that is most worthy of your use and support:

We are just beginning to emerge from the primitive stage of advertising. We have passed beyond the point where the first lightning was brought down the kitestring by the key; but the vast powers of this great force are still in the experimental stage to a wide degree.

There is the constant temptation on the part of both manufacturer and dealer to go first after the business of the competitor.

Too much advertising is printed with the sole purpose of worrying the competitor. That kind of advertising rarely sells goods.

It is mere cat and dog merchandising.

It makes a beautiful *fight*—but there isn't any *meat* in it for either.

THE CHIEF FIELD FOR ADVERTISERS IS UNTILLED

The real power in the commercial world—the man who attains real growth for his own business and who definitely adds to universal prosperity is the one who *develops new business* in new markets among new customers—the man whose sales and profits are not taken from other manufacturers or dealers. He is the man whose advertising has created new desires in the minds of people, instead of merely filling their everyday wants.

This sort of advertising is a definite contribution to the growth of commerce.

I will illustrate this point:

Suppose I am planning an advertising campaign for a dentifrice.

How and where can I get largest possible results?

First, I learn by reliable statistics that only one person out of ten uses a dentifrice at all up to this time.

I am going to do national advertising in a population, let us say, roundly of a hundred millions—only ten millions of whom ever use dentifrice.

Where can I get biggest results?

Among the ten millions, most of whom now have a favorite dentifrice, against which I must fight? Or among the ninety millions not yet addicted to any dentifrice, and who need only to be shown the vital necessity of using a dentifrice in order to get them to buy the dentifrice that has saved their sanitary souls?

So, instead of advertising with a picture of a beautiful woman showing her teeth, I go directly after the careless people, who have never taken care of their teeth.

I warn them of the danger of decay and loss—the helplessness of people who cannot properly chew their food—the annoyance and actual danger to health of improper mastication.

Then I shame them mercilessly for appearing among their friends with dark and dirty teeth—creating a guilty consciousness of being unclean and ugly, if they do not clean their teeth every day—make them feel that everybody is looking at their teeth. Thus, when millions of people are stirred up to this uncomfortable point, they are impelled to rush to the store for a dentifrice; and, since they have just been reading my advertising, they ask for my dentifrice!

Thus I am not taking existing business away from the other fellow; but I have created absolutely new business, developed definitely new consumers, and thus added permanently to the general volume of business.

This is what it means to be a *creative force.*

This is the sort of advertising that definitely adds to the world's prosperity and progress.

This is the sort of business effort that adds to the dignity and power of advertising—crowning our profession with new laurels and giving unceasing inspiration and fascination to our daily work.

What M. M. Gillam Contributed to Wanamaker's Advertising

NEW YORK, Nov. 29, 1915.

Editor of PRINTERS' INK:

I have been amused and interested by the rather disjointed symposium you have presented on the Wanamaker advertising.

For eight and a half years, 1886-1895, I was the advertising manager of that business. That was practically the close of the formative period in the style of the store's announcements that the business world knows as "the Wanamaker style." It only needs a glance at my scrap books of the advertising of that period in comparison with the work before and since to see what happened then. I am making no blanket claims. I never have. But I certainly had a rather intimate touch on what I consider the most interesting period in the store's advertising history.

There is no question that Mr. John E. Powers temporarily stamped a certain very marked and very effective virility —caustic, cynical, even almost vicious at times—on that advertising. He was particularly given to pointing out actual or possible flaws or defects in goods instead of everlastingly holding up the claim for "best," as is the nearly universal tendency of advertisers. He did it with a master hand. It was effective. To pen-prick an insignificant fault in weave, style or printing gave scope to his peculiar style and left the reader with the feeling that the thing itself was worth grabbing for. Great if you can do it right. Mushy if done as an imitation. I note the same drift in his PRINTERS' INK letter of 18th November. He belittles his earlier work to an exaggerated degree. It was not bad advertising that he did then.

There is also no question that Mr. Robert C. Ogden had a very important and impressive part in shaping this advertising. A merchant by instinct as well as by training. A man who scorned quibbling or verbal tricks. Soaked full of the spirit of the store, full of initiative, an easy, pointed writer and the most alert man I ever knew under a store roof in all that pertained to the presentation of goods and the healthy stimulation of public interest. It was with him that I worked. It was with him that I conferred almost invariably regarding the advertising—probably not 40 times with any one else during my entire connection with the store. He scorned many of the Powers methods. He had no use for any but kindly, human-interest means for reaching the store's public.

We developed these features among others in the advertising:

1—Illustrations.

2—A lighter, more poetic touch.

3—General news treatment of store matters instead of editorial: "Handle the news of a store as you would handle the news of the world in a newspaper" is what I said in PRINTERS' INK fully 25 years ago.

4—Breaking away from a monotony of old-style pica type and making two, three or more column headings and introductions.

5—A very large increase in details, printed in nonpareil type.

6—Abandonment of the caustic style and modest use of the confessional touching merchandise.

There is no question that John Wanamaker from the first dominated the store, and of course, either tacitly or actually, approved of the advertising; that is, his disapproval at any time could have at once brought a change in type, in style or in management. The only important conference in my day with him on the subject was when the question of illustrations was being considered. Mr. Ogden was urgent for pictures. Mr. Wanamaker was apparently unconvinced. We finally induced Mr. Wanamaker to permit their use, but only after I had 50 sets ready in advance.

I heard much gossip in the store during the early months of my service about my predecessor, and I have no doubt that he brought some interesting changes into the advertising, but that he could do so without Mr. Wanamaker's approval is absurd.

In some respects Mr. Wanamaker is himself exceptionally strong as an advertisement writer. He is at his very best in the little editorial articles which appear daily in the large announcements of the store. I know of no one who can match these bits of brightness.

As to the "Wanamaker Style," meaning the style of direct personal appeal, there are some erroneous notions.

Nearly 20 years ago I was asked by a New York trade paper, interested in such matters, to prepare an article on this subject. I started out to do it. In Philadelphia I examined files of the *North American* and the *Age* and of other publications that helped to cover the period for 50 years or so before that time, and, somewhat to my surprise, found that very often in those old, old papers and all along the line down to the late 70s there had been advertisements just as personal, just as intimately individual as those at Thirteenth and Market Streets. None of them was very long, however. I reported that there was no basis for such an article as I had hoped to write, that this sort of address seemed to be as old as the human race.

Why, when Satan advertised apples to Eve he was using this same style.

It is the *storekeeping* that counts as the real advertising—the printed advertising is an incident.

M. M. GILLAM.

Looks Like a Real Fence

The Cleveland Cyclone Fence Company, manufacturer of woven-wire fences, gates, etc., has been sending out a mailing piece which secures attention by reason of its novel form. The printed matter is arranged in a long strip, six inches wide and fifty long. One end is pasted on a cardboard mailing tube and when mailed the printed sheet is wrapped around the tube. The outside of the sheet is printed to represent woven-wire fence and gives the impression of a considerable quantity of fencing rolled up for delivery.

Campaign on Burrill's Brands Spreading Out

The New England Laboratory Company, of Lynn., Mass., is beginning a campaign to obtain distribution in New York City, Philadelphia, Baltimore and Washington, the leading dailies being used. From two to four-inch single-column space is devoted alternately to Burrill's Tooth Powder and Burrill's Tooth Paste.

Painted bulletins, illuminated signs and posters along the railroads have also been a part of the campaign, and educational work, with the assistance of professional men, teachers and nurses, is, according to the statement of W. A. Burrill, treasurer of the company, of great assistance in interesting the children. A full army of dealer helps is also being actively used. Says Mr. Burrill in response to an inquiry from PRINTERS' INK:

"In 1892 the first of the products from this laboratory were prepared and sold. A small room was occupied and one expert pharmacist and assistant prepared prescription specialties to meet the requirements of the medical profession. The field was limited and the growth of the old concern slow for the first few years. From 1900 on, though, good progress was made, and in 1908 the medical preparations were well distributed throughout New England. During this time a formula for tooth powder was experimented with.

"In 1908 the New England Laboratory Company was formed, taking over the business of the old company and adding Burrill's Tooth Powder for the first new article. The first advertising or sales to start on a definite campaign was in 1909 at a fair in Boston. The fair drew large crowds and the first results for Burrill's Tooth Powder were flattering. Introductory work was then started in our home section (around Boston) to see if the first impression would be lasting. The dentists were favorably impressed and a good portion of the druggists and department stores were interested.

"From that time on we have been pushing Burrill's Tooth Powder to the front. State by State, covering each section thoroughly, we have started our advertising and sales campaign. First, New England, where we now are represented in nearly every store. As New York City is a distinct proposition, general work with the trade was not started. New York State has responded well; Philadelphia, Baltimore and Washington, the beginning of our campaign for the central section of the East have all been opened.

"Burrill's Tooth Paste was added to our line to meet the requirements of paste users. The same plan is used for this preparation, too. The start was made two years ago.

"For introductory work we have found that a careful distribution of samples by dentists, through the trade and direct, have produced excellent results.

"In advertising, our original plan will be followed as near as practical, developing each section before adding new territory. Local conditions govern the forms of advertising. The most effective mediums are used in every case. If it may be any of the mediums mentioned before, they are used. If magazines, theatre programmes or local newspapers do better work than our present system, they will be used.

"I assure you the country will hear more of our products in the future."

Club Favors Physicians' Advertising

The Cincinnati Advertisers' Club recently authorized its president to take up with the Ohio Board of Medical Examiners the propriety of the Board's requirement under which applicants for licenses to practice medicine must agree to refrain from advertising. President Clark therefore addressed a letter to the Board, setting forth the club's objection to the rule in the following language:

"A most careful reading of the amended section (of the statute) does not give you the right to issue so broad and arbitrary an order, but does give you the power to refuse to grant a certificate to a person advertising medical practice in which extravagantly worded statements intended, or having a tendency, to deceive and defraud the public are made, or where specific mention is made in such advertisement of certain diseases.

"We know that truthful advertising in any form is the great method of giving information to the general public, and the people who truthfully advertise are entitled to the highest consideration and respect from all persons. We therefore ask that if you have a rule on the subject, it be modified to conform to the code."

Business Good with Lithographers

In connection with the annual convention of the National Association of Employing Lithographers, held in Cincinnati on December 1st, 2nd and 3rd, a discussion of business conditions by members of concerns doing printing and lithographing for advertisers all over the country developed the fact that this branch of business has nothing to complain of.

Tariff conditions, however, are causing some fear that after the European war the lithographing industry in this country will suffer in some departments by reason of the anticipated influx of lithographed products from Germany, especially, where the required expert labor is paid at a much lower rate than in the United States.

The subject of poster censorship, which has been suggested as a means of eliminating objectionable posters, was also brought up.

Officers were elected by the lithographers as follows: president, Frank A. Stecher, Rochester; vice-president, Max Schmidt, San Francisco; secretary, P. D. Oviatt, Buffalo; treasurer, Horace Reed, Buffalo. Chicago was chosen as the place of the next convention.

Why People Pay More

Most magazines have an "inside" price. This inside price is offered the public under the guise of premiums, sets of books, clubbing schemes and whatnot.

It is an axiom in business that "inside prices" are only quoted when "outside prices" are unobtainable.

It is not an accident that a million of the best people pay *full price* every month for Cosmopolitan.

It is not an accident that for more than three years a million of the best people have shown this preference for Cosmopolitan.

The only premium on Cosmopolitan is placed there by the public.

The reason is simple. The best people buy their magazines as they buy everything else. They have a strong leaning toward *quality*.

This explains why in every investigation made by advertisers to determine the favorite magazines of the public, Cosmopolitan is always near the top of the list.

NOTE: Nothing in years has created such a sensation in the advertising world as our recent circular, giving full details of the Weed Chain investigation. You may have your copy on request.

Francis R. Wurzburg

119 West 40th Street
New York City

BOARD OF DIRECTORS
N. H. BOYNTON
National Lamp Works of General Electric Company
Cleveland, Ohio
O. C. HARN
National Lead Co., New York
R. A. HOLMES
The Crofut & Knapp Co., New York
EDWARD HUNGERFORD
Wells Fargo & Co., New York
WM. H. INGERSOLL
Robt. H. Ingersoll & Bro., New York
L. B. JONES
Eastman Kodak Co., Rochester, N. Y.
C. W PATMAN, *Secretary-Treasurer*

President
HARRY TIPPER
The Texas Company
New York

Vice-President
R. O. EASTMAN
Kellogg Toasted Corn Flake Co.
Battle Creek, Mich.

Association of National Advertisers
INCORPORATED
(Formerly Association of National Advertising Managers.)

Telephone, GRAMERCY 762

BOARD OF DIREC
A. C. REILEY
Remington Typewriter Co
G. B. SHARPE
The DeLaval Separator Co
TIM THRIFT
American Multigraph S
Cleveland, Ohi
E. A. WALTON
Burroughs Adding Machi
Detroit, Mich.
J. H. WEDDELL
Gage Brothers & Co., Ch
W. P. WERHEIM
Pratt & Lambert, Inc., Bu

FIFTH AVENUE BLDG., NEW YO

October 28th, 1915.

FARM AND HOME

Dear Sirs: Attention of the Publisher

We shall greatly appreciate your furnishing us with information as to the following:

1. Do you have any special rules regarding the admission of advertising into your columns?
2. Do you accept advertisements of remedies that profess to cure cancer or any other generally acknowledged incurable diseases?
3. Do you admit advertising of the so-called "men specialists"?
4. Do you reject all "fortune-telling", so-called "harmless hair dyes", doctors who advertise "only curable cases practically accepted for treatment", etc.?
5. Do you reject advertisements of real estate or financial concerns that you personally would consider questionable?
6. Do you admit advertisements of so-called "matrimonial bureaus", or of any person advertising for a wife?
7. What are your rulings on alcoholic advertisements?
8. Do you apply the same rulings on these matters to classified advertising as well as to display advertising?
9. Do you print in your publication, an invitation to readers to report any case of fraud or deception by an advertiser?
10. Do you assist in the prosecution of such complaints?

Awaiting your early reply, we are

Very truly yours,

C. W. Patman.
Secretary-Treasurer.

CWP/HC

THE PHELPS PUBLISHING CO.
PUBLISHERS
FARM AND HOME

ORANGE JUDD CO.
PUBLISHERS
ORANGE JUDD FARM WEEKLIES

THE BUSHNELL CO.
PUBLISHERS
THE DAKOTA FARMER

KNOWN THE COUNTRY OVER AS

THE NATIONAL FARM POWER

LEADERS OF THE AGRICULTURAL PRESS

NEW YORK
315 FOURTH AVENUE

CHICAGO
1518 MICHIGAN BLVD. BLDG

SPRINGFIELD, MASS
MYRICK BUILDING

ATLANTA, GA.
909 CANDLER BUILDING

MINNEAPOLIS
601 ONEIDA BUILDING

ABERDEEN
SOUTH DAKOTA

Association of National Advertisers,
Attention of Mr. C. W. Patman, Secretary,
Fifth Ave. Bldg., New York City.

New York City, November 4, 1915.

Dear Mr. Patman:

This is to acknowledge your circular letter of October 28, and as we have already received three copies addressed respectively to American Agriculturist, New England Homestead and Farm and Home, I have no doubt you have sent these letters to all of our different offices. This, therefore, will be a general answer to all of your letters to the different units of THE NATIONAL FARM POWER as our policy on all the papers is the same:

1. We do have special rules regarding the admission of advertising into our columns and they are shown "marked" on the rate cards hereto attached.
2. We do not accept advertisements of remedies that profess to cure cancer, or indeed any other sort of medical advertising.
3. We do not accept advertisements of so-called "Men Specialists."
4. We do not accept any of the classes of advertising listed under this specialty.
5. We do not accept any financial advertising whatever, and on real estate we are very careful to take only those who are in good repute. On the latter we do not accept any firms who require a so-called "listing fee" in advance.
6. We do not accept advertisements of so-called matrimonial bureaus, nor of individuals advertising with a view to matrimony.
7. We do not accept any alcoholic advertisements.
8. All of the above rulings apply on classified advertising as well as on display advertising.

9-10. We not only invite our readers to report any cases of fraud or deception by an advertiser, but we guarantee our readers against loss through any advertisements that may appear in our papers, and in addition to that we conduct a somewhat elaborate and detailed Service Bureau which our subscribers make very extended use of in investigating their troubles with advertisers and others who may not be using our papers at all. I may say that we have been very successful in affording them help through this bureau.

Trusting that this will give you what you want, I am

Very truly yours

PHELPS PUBLISHING COMPANY,
ORANGE JUDD COMPANY.

ADVERTISING

QUESTION FOR THE

FRATERNITY

What should be—what *can* be guaranteed? The advertis*er* or the advertise*ment?*

Your criticisms of *our* proposed guarantee will be appreciated.

How may the wording be improved? 50 words is the limit.

"Advertisers will send exactly what they offer in their advertisements in *The Gentlewoman*—this we guarantee. Subscribers can buy from advertisements in *The Gentlewoman* with absolute safety. In case of any misrepresentation we will pay your money back promptly if the advertiser does not."

For examples see a successful farm paper's guarantee of 158 words, a farm journal's fair play of 130 words, or a rural New York paper's square deal of 157 words. So many words result in a lengthy, small-type paragraph which appears on but one page in the paper.

If the Advertis*er* and the Advertis*ed,* as well as the Advertise*ment,* CAN be guaranteed perhaps many words are necessary to cover the buts, exceptions and conditions.

Should not the guarantee be in few words, in readable type, and printed repeatedly in each issue? Then readers, and particularly new subscribers, could hardly miss seeing the guarantee in each and every number.

Need more than 50 words be used to tell the membership of over 2,000,000 small-town homes that they may send their money to advertisers in The Gentlewoman with absolute certainty of receiving exactly what they expected or their money back. If more needs to be said or can be better said we will gladly say it.

So kindly let us hear from you with your keenest criticisms.

THE GENTLEWOMAN

W. J. THOMPSON COMPANY, Publishers, New York

Transplanting Ideas into Other Minds

Brisbane Tells Chicago Ad Club How He Does It

"SAY something in the beginning that everybody understands and then keep repeating it until they remember." That is Arthur Brisbane's advice to advertising men faced with the problem of making others see a thing their way. Then the editor of the Hearst newspapers proceeded to illustrate this point to the members of the Advertising Association of Chicago, whom he was addressing.

"Suppose you were going to write something about the Laws of Moses," he said. "If you were to start out with some commonplace thing no one would read what you had written. They would hasten on to something interesting. But if you wrote: "Don't misunderstand Moses, he had no ice-box," everybody would be interested. Then you could go on and explain that because the laws of Moses were written while he was crossing a hot and waterless desert he said a good many things that he wouldn't have said if he were writing them to-day in a modern apartment equipped with a modern ice-box."

Mr. Brisbane urged advertising writers to use simple copy and layout. He said the first rule of writing convincingly was "Don't try to write effectively." He illustrated this point by declaring that if he were to say "Fire" the idea would be conveyed to your mind more quickly than if he used a paragraph. It is always well to use words that your public is used to and familiar with. If you were out in the woods you would not follow the rabbit trail, but would stick to the main-traveled road where the constant wear and use made the traveling easy. He contended that Shakespeare's expression: "To be, or not to be, that is the question," is a good example of the forceful use of short words. He always holds Shakespeare out as a model to young writers who come to him for advice.

Stress was laid on the need of an advertising writer having worn a path for an idea into a man's brain to keep it worn. He mentioned that when Beecham's Pills stopped advertising, with the intention of coasting on their reputation, it was necessary for the manufacturers to spend many times what they would have spent to win back their lost ground.

NEW READERS CONSTANTLY NEED ELEMENTARY EXPLANATIONS

Another point that Mr. Brisbane made was the need of treating something that you think everybody knows about as though nobody had ever heard of it. "You would be surprised to know how many ad writers shoot over the heads of their readers because they take it for granted that their readers know, when they don't. You can't afford to take anything for granted. Be like the man who visited a friend that had a big English bulldog. As he opened the door the dog began to bark viciously. 'Don't mind him,' his friend said, 'you know barking dogs never bite.' 'Yes, I know it,' replied the visitor, 'but does the dog?'" Mr. Brisbane said that one of the most successful ads he ever wrote was simply a result of talking of "interest" as "making other people work for you."

The Hearst editor also paid his respects in passing to the business man who was so absorbed in his own work that he had no time to listen to the experiences of others. "A great many business men remind me of that story about Napoleon," declared Mr. Brisbane. "When he was standing on the banks of the English channel waiting for a favorable wind, he was told that there was an American who wanted to see him. 'Tell the American I will give him one

minute,' he said to his aide. The American was shown in, talked for a minute, but Napoleon was too busy to listen. Yet if he had listened he would have been told of a way that would transport his army to England regardless of which way the wind blew, for the American was Robert Fulton with his steamboat."

Because so many business men are too busy to read, Mr. Brisbane said that the wise advertiser of to-day is taking the young men in school and educating them, so that when they reach the busy age, they will know all about his proposition. He said, too, that he believed the surface of advertising and its possibilities had not even been scratched, that the things that would be done through advertising in the next generation would make the world gasp. The young men of the club in attendance he urged to learn how to let the other fellow man know how to talk to them. That, he contended, was the most important of all the rules of success.

Saw Manufacturer Seeks Lumber Trade's Good Will

E. C. Atkins & Co., of Indianapolis, manufacturers of saws, are featuring in their trade-journal advertising the fact that their 189 salesmen are boosters of wooden products. This is a type of good-will advertising that is likely to be unusually effective just now, inasmuch as the lumber trade is organizing in many directions to combat the substitution of other materials and increase the consumption of lumber products.

New York Bank's Commemorative Book

The Fifth Avenue Bank of New York has issued an 80-page book, bound in boards, to commemorate its fortieth anniversary. The book is entitled "Fifth Avenue," and the sub-title aptly describes its contents: "Glances at the Vicissitudes and Romance of a World-renowned Thoroughfare, together with Many Rare Illustrations that Bring Back an Interesting Past."

P. M. Reed to Represent Superior Printing Company

Paul M. Reed, formerly of the Reed Press, Pittsburgh, has been placed in charge of Eastern sales for the Superior Printing Company, Akron, Ohio.

Racine Schools Will Help Foreign Trade

A year ago considerable interest was aroused by the great ease and success with which classes in Spanish were conducted in Racine, Wis. We all want foreign trade to be developed and our people to be trained to that end, but the task seems sometimes very difficult.

Wisconsin has continuation schools whose duty it is to teach working people of all kinds just what they need to know to make them more capable and helpful.

Racine does considerable business with South America. It was discovered that the correspondence had to be sent to Chicago for translation and again for retranslation. It was suggested that the stenographers and sales correspondents in the factories and offices be taught Spanish. It was expected that enough would respond to constitute one small class and that there might be difficulty in finding a teacher. Within a few weeks the pupils numbered 150. An instructor was found right in the city who was born in Barcelona, had lived for years in South America and graduated from the College of Engineering, University of Illinois, and was working in one of the factories, and another teacher, also working in the city, born in old Mexico, a graduate of a Kansas State Normal School and a business college in Iowa.

One hundred of the pupils continued through the course and acquired a sufficient use for their purpose of reading and writing in Spanish. Fifty of these are now beginning a second year's course in conversation so that they can represent American factories to advantage throughout South America. And a new class of beginners, about 200 strong, is under way.

The cost of the course was less than $2 per student. Thus, while we wonder, educate and speculate, the continuation schools demonstrate an utterly practical and simple way of training those who work, while they work, in anything they need to know in their own interest or their employers' at almost no expense. —H. E. Mills in *American Industries.*

Fair Trade in Australia

A bill which has just been introduced into the Parliament of Victoria "to regulate the manufacture and sale of footwear" prohibits, under penalty, the sale of boots and shoes the soles of which do not consist entirely of leather, unless a true statement of the materials composing the sole is conspicuously and legibly stamped upon its outer surface. The name or registered trademark of the manufacturer must also be stamped upon or impressed into the soles of all footwear offered for sale in the State. In case the bill is passed by the Victorian Parliament, it is to go into effect by proclamation of the Governor in Council, to be made when the Governor is satisfied that a similar act has been passed by the Parliament of New South Wales.—*Commerce Reports.*

Annual Meeting of Association of National Advertisers

(*Continued from page 12*)

ple: the Eastman Kodak representative related the first year's experience of his company with a special house-organ prepared especially for the retail clerk and sent to his home address at the instance of the proprietor of the photographic-supplies store. A linoleum advertiser told of the good reception accorded a manual written in an entertaining style, but dealing with the fundamental information of linoleum. Other members discussed the need of approaching merchant and sales people with great tact in this matter of instructing them in the selling of goods. One member had secured good results with plain multigraphed bulletins minus all "ginger" or inspirational matter. It was brought out that there was a growing dislike among merchants of premiums and other inducements to the clerk as a reward for pushing certain goods.

News of the election to the presidency of an advertising club in the A. A. C. of W. of a man connected with a rather unfavorably known patent medicine caused an inquiry to be addressed to the national commission. The value of double-page spreads developed a discussion that seemed evenly divided pro and con.

The discussion on exclusive agencies brought out the general opinion that the exclusive agency was the more logical arrangement where the article sold was something that required service after the sale was made.

The discussion of foreign-language advertising in America did not bring much to light beyond the successful experience of one member in sending out an Italian handbook on the use of the building material product that he advertises. This was supplied to Italian contractors and masons through the retail dealers.

Some humor was brought into the discussion of the value of Panama-Pacific Grand Prizes and other such awards as subjects of advertising. Only one member regarded the feature as one of considerable advertising value. Others felt that the awarding of the prizes was done in too loose a manner.

Salesmen's contests and quota systems were discussed from various angles. One member felt that the reaction following contests took away considerable of the benefit of the increased sales during the contest. George S. Parker, of the Parker Pen Company, described his "Trip Around the World Contest" and said it was the most successful he had ever conducted—the trip being an imaginary one only, but something in which salesmen took a lively interest; prizes of from $5 to $50 were given to all who secured their full quota. Several members stated that they found it a poor plan to give the amounts of business secured by salesmen at the bottom of the lists in such contests; that while it was well enough to give the relative standing of the men, if further details were given, the men at the bottom were likely to become discouraged.

HOW ADVERTISING "MOVIES" HAVE WORKED

Most of the experiences of members with short motion-picture films—50 feet and 100 feet—were in favor of the use of such publicity. One member had given up the use of films on account of inability to check use and circulation. Most of the members using such films had charged dealers several dollars for the use of the picture and the change of dealer's card and found that this charge apparently helped rather than hurt the use of the feature.

A resolution providing for the appointment of a Postal Affairs Committee was adopted, this committee to look into the legality of dubious methods of securing circulation.

A resolution providing for a research "as far as practicable" into the results that members are getting from various mediums, in order that those who are not able

to check mediums at all may have this information as a further guide, was passed.

Another resolution provided for immediate co-operation with the A. A. C. of W. in order that the proposed campaign of the advertising of advertising might deal with the consumer benefits of advertising rather than merely to eulogize it as a distributing force.

The speakers at the dinner Wednesday night at the Hotel Astor were Hon. Edward N. Hurley, of the Federal Trade Commission, Samuel Hopkins Adams, and N. C. Kingsbury, vice-president of the American Telephone & Telegraph Company. Harry Tipper was toastmaster.

The addresses of Mr. Hurley and Mr. Kingsbury are published in large part elsewhere in this issue.

Mr. Adams took as the subject of his talk honesty in advertising. He believed that the pulling power of advertising per dollar was not as great as it should be. The public, he thought, discounts advertising rather heavily. He scored publishers who, in accepting advertising, put up only one condition: namely, has the advertiser got the price?

The taint of the rotten things in the advertising columns spreads to the good advertising in the other columns. He believed advertisers should take some such action as that of a Western department store some months ago. This department store had gotten heartily tired of seeing its clean advertising alongside of the fakes in the local papers. The manager of the store summoned the publishers of the papers and spoke to them in this wise:

"We are getting weary of our associates in your papers—one of these days we are going to ask you to make a choice of either the fakes or of clean advertising like that we give you."

If such organizations as the A. N. A. should put the points up to publishers generally, Mr. Adams thought that they would drop the dirty advertising and cleave to the clean.

Mr. Adams recounted some of his experiences in running the "Ad-Visor" column in the New York *Tribune*. He told how the self-constituted censors made themselves numerous in the offices of the *Tribune*. For instance, someone wrote in to the effect that the Glastonbury Knitting Company's advertising was not quite proper in that it urged "Safety first, last and all the time against chills," etc. The censor wrote the *Tribune*, asking if it could guarantee that any underwear would be proof against chills. Fine as the point was the matter was put up to the Glastonbury company and the entire campaign was changed.

There were 390 people at the dinner, more principals of businesses, it is stated, being present than ever before.

Edwin L. Shuey, of Lowe Bros. & Co., Dayton, Ohio, was elected president and G. B. Sharpe, of the De Laval Separator Company, vice-president. Harry Tipper, the retiring president, was elected as director to serve for three years, as were also Messrs. O. C. Harn, of the National Lead Company, E. A. Walton, of the Burroughs Adding Machine Company, and L. B. Jones, of the Eastman Kodak Company. Floyd Y. Keeler, of I. W. Lyon & Sons, was elected to serve for two years, and the following for one year each: Gridley Adams, of the Stewart-Warner Speedometer Corporation, W. W. Wheeler, of the Pompeian Mfg. Company, and N. H. Boynton, of the National Lamp Works.

Cheese Advertised—Said to Outrival Imported Kinds

"Liederkranz" cheese is being advertised by the Monroe Cheese Company, of Monroe, N. Y. This product is claimed to outrival the famed cheese products of Europe. Anyone who sends the name and address of a grocer or delicatessen who does not carry it will receive a sample free.

Introducing a Trade Character

"Chalmers' Girl" is now used to make sales for Chalmers' Gelatine, made by James Chalmers' Sons, Williamsville, N. Y. A new Virginia recipt-book can be secured by mailing three pictures of the "Chalmers' Girl" cut from the front of the boxes.

Manual for Retailers Published by A. A. C. of W.

Intensely Practical Advice on All Phases of Retail Selling in Reference Work by W. R. Hotchkin —Educating the Dealer to Make Most of His Opportunities—Manufacturer Also Benefits.

IF there are still in existence any advertisers who sigh for the good old days of anti-substitution campaigns, when the theory of "forcing the dealer" was in its prime, they can easily satisfy themselves that those good old days are gone forever by a perusal of the latest publication of the Associated Advertising Clubs of the World—"The Manual of Successful Storekeeping," by W. R. Hotchkin, formerly advertising director for John Wanamaker and Gimbel Brothers, and now a director of the Cheltenham Advertising Agency. The book bears witness to the fact not only that those good old days are gone, but that they are never coming back. The placing of such material within the reach of retail dealers throughout the country points inexorably to the fact that the future course of manufacturers must lie more and more through co-operation rather than coercion.

It is easy to present a book with a high-sounding title, but it is a different matter to live up to the description. It is particularly easy to call a book a "manual" which is only a collection of personal opinions and conclusions based upon incomplete data. A manual implies the inclusion of specific and practical information which is not so utterly commonplace as to be valueless, or so tinged with personal opinion as to be unreliable. Mr. Hotchkin's book is properly named, because it consists of definite and adaptable information, written without the embroidery of theories or opinions and out of practical experience. As the author says in his introduction: "I do not purpose confining what I write to things which I have thought up out of my own cosmos. The real value of the book comes from the fact that I present most largely the things I have learned from hundreds of other bright minds in the years of an unusually broad experience." This is exactly the platform upon which PRINTERS' INK has been built, and the book should be particularly acceptable to its clientèle for that reason.

Primarily, of course, the book is a book for the retailer, and represents the recognition by the Associated Clubs of the specific needs of their wide membership among retailers. It deals specifically with such subjects as the selection and training of retail salespeople, the solution of internal store problems, the display of merchandise, the handling of special events, such as the fall opening, the holiday trade and the management of special sales on specific lines—blankets, blouses, etc. Such technical matters as inventories, mark-ups and delivery dates are discussed with brevity, but with extraordinary directness. There are chapters on getting the most out of manufacturers, the handling of advertised, trademarked lines, getting new customers, handling charge accounts, reaching the "newlyweds," guarding against running short of staple goods, etc., etc. Advertising has a large place in the book, but it is not segregated in a chapter by itself. It is referred to again and again in connection with nearly every topic which is brought up, and in suggestions which are always direct and concrete. There is never any doubt as to what Mr. Hotchkin means, and, by reference to the copious index, the retailer can get practical suggestions which have been successfully put into practice upon almost any subject from the fall opening to a bonus system for salespeople.

In putting out the book, however, the Associated Clubs have had a wider purpose than merely to furnish the retail dealer with a useful book of reference. Part of that purpose is to help strengthen the retail link in the merchandising chain by making the dealer a better business man. A further object is to give to manufacturers

a better understanding of the problems the retailer has to meet, and to afford him the means of helping his dealers to meet them. Though none of the text is directly addressed to manufacturers, it might well be. Many manufacturers have already undertaken the work of educating their dealers, and here is a tool ready to their hand. The salesman in the field will find answers here to many of the troublesome questions his customers ask him. Dozens of ideas for practical dealer-helps might be extracted from these pages, with the assurance that they will meet the dealers' needs.

Most important of all, perhaps, the book teaches the dealer to stand on his own feet, to rely upon his own initiative, and to think for himself. It gives him a definite place in the merchandising scheme, and teaches him to recognize its importance. The dealer who follows Mr. Hotchkin's suggestions is in no danger of becoming a slot-machine, and is almost certain to become a better customer for every manufacturer who is looking forward instead of backward. As stated above, however, the manufacturer who still believes that the dealer can be forced will get little comfort from these pages.

As usual, the book is published for the clubs by Doubleday, Page & Company, and the proceeds from its sale go into the treasury of the A. A. C. of W. The binding is stout pigskin and buckram, and the whole make-up is designed for constant use as a reference work.

Appointments by "Woman's World"

Pierson A. Skelton has been transferred from the New York to the Chicago office of *Woman's World,* and appointed Western advertising manager.

Charles W. Corbett, for nine years advertising manager of the *Housewife*, has been appointed to the Western advertising staff of *Woman's World.*

Ellwood T. Naylor, formerly in charge of the art department of the McGuckin Agency, has joined the Woodward & Tiernan Printing Company of St. Louis.

Elgin Watch to Make Speedometer

The Elgin National Watch Company, of Elgin, Ill., has purchased the Van Sicklen speedometer patents and created a department for the manufacture of these automobile accessories.

"We have entered into an agreement with the Van Sicklen Company, also of Elgin," said C. H. Hulburd, president of the Elgin National Watch Company, "whereby we will make speedometers for that company, which will constitute a selling organization for the distribution of them. We have more demand at present for the speedometers than we can supply, but we intend to enlarge our manufacturing facilities very soon."

Posters to Advertise War Loan in Russia

Posters were used to announce the new $500,000,000 war loan to the masses of the Russian populace recently, according to a Petrograd dispatch to the London *Daily Mail.* This was the first time that a public appeal had been made to float a war loan, earlier issues having been absorbed by the banks and the wealthier classes. The poster campaign was planned to reach the classes who do not read the newspapers. A feature of the campaign was that even the posters had to be read aloud to the curious who gathered to look.

W. B. Hankins Leaves Toledo Cooker Company

W. Barret Hankins, who for the past five years has been advertising manager of the Toledo Cooker Company, manufacturer of "Ideal" cooking specialties, Toledo, Ohio, has resigned, to devote his time to trade-paper editorial work and as counsellor to advertisers. He has had an experience covering over 17 years as merchandising specialist and has handled the sales and advertising of many nationally known propositions.

Mr. Hankins will be succeeded at the Toledo Cooker Company by Jason B. Swartzbaugh.

L. G. Reynolds, Jr., with Stewart-Warner Co.

L. G. Reynolds, Jr., for four years a member of the advertising force of the National Cash Register Company, at Dayton, O., resigned recently to become connected with the advertising department of the Stewart-Warner Speedometer Company, of Chicago, taking up his duties at once.

John Fields Managing Editor of "Oklahoma Farmer"

John Fields, publisher of the *Oklahoma Farm Journal,* which has been consolidated with the *Oklahoma Farmer,* will remain with the latter paper as managing editor.

WOODWARD
ST. LOUIS

Reflections

gained through striking impressions of forceful ideas and original illustrations are essential to the success of any campaign.

We have demonstrated an apt ability to create such recurrent reflections to the advantage of our many clients.

This same ability will prove valuable toward the betterment of your business.

With Copy, Plan, Merchandising and Mechanical Departments fully qualified to serve you well, we stand ready to handle your Advertising in its entirety.

You incur no obligations by asking for facts and figures.

The Advertising Agency of

Woodward & Tiernan Printing Co.

Saint Louis, U. S. A.

WOODWARD
ST. LOUIS

IN advertising, even more than other kinds of business, an alert up-to-the-minute progressiveness and readiness to inaugurate worth-while innovations are among the essentials of success.

We have inaugurated some of these innovations ourselves, and have told you about them in "Printers' Ink."

But we also want to emphasize the fact that we are no less strong in the standard departments of this business. We are exceptionally well equipped in agency fundamentals.

Our Copy and Art Departments

are under the close personal supervision of the President of this Agency who has been Art Director of a leading national magazine, member of the Editorial Staff of a great Metropolitan newspaper, and is recognized as an expert in questions of art, typography and copy.

It will pay you to have your copy and art plans executed under his direction.

W. F. Payson
John Curtiss
John W. Eagleson
Charles H. Dunster
McHarg Davenport
E. R. Marvin
Charles de Rham, Jr.
Harry M. Graves
Kenneth MacIntyre
C. F. Frothingham, Jr.

ATLAS
ADVERTISING AGENCY
Incorporated

450 Fourth Avenue, New York

Telephone 7206 Madison Square

Letters to the Dealer's List That Cashed In

Don't Be Stingy About Advertising the Merchant's Other Lines and Store Service

By Cameron McPherson

AT the conclusion of a talk before the Chicago convention last summer, a delegate who had evidently come to the session well primed with questions, wanted to know if I thought it was more beneficial for a manufacturer to use the dealer's letterheads in sending out letters to lists of dealer's customers, or to use his own stationery. The subject seemed to touch a live nerve, for instantly a half dozen delegates were on their feet, each endeavoring to prove that one way was better than the other, according to the personal experience of each.

Now, if the experience of the most successful advertisers can be taken as a criterion, there is a middle course, which is much preferable to either—using a special letterhead that advertises *the product.* Here we have a point of mutual interest. It overcomes the lack of advertising value, from the manufacturer's point of view, in using dealers' stationery; it overcomes the damper that is put on a merchant's enthusiasm for a letter campaign that is to go out to his list on the stationery of a manufacturer. It gives the letter the benefit of a dealer's local prestige, without sacrificing too much advertising value.

I know of one good-sized advertiser who has just concluded a very successful co-operative campaign, and who lays its success largely at the door of using special product-selling letterheads, with the right kind of copy in the letter. This firm—Pickands, Brown & Company, of Chicago, is exclusive selling agent for Solvay Coke. Largely through good sales letters they are able to dispose of some 5,000 tons of this product a day. J. A. Galligan is the man who has charge of this end of the business, and the other day he told me a few interesting things about his experience in getting up letter campaigns for his dealers, which I am going to pass along for what they may be worth.

"In addition to getting up these letterheads—which as you will note are printed by the rubber offset process"—Mr. Galligan said, "we have tried to enthuse our dealers by giving them just the kind of letters that they would write, if they were getting the letters up and paying for sending them out themselves. For example, you will notice that our copy dwells upon the complete line of fuel that a dealer may handle, Solvay Coke being mentioned only incidentally, yet we pay most of the expense of getting out these letters! All the dealer pays is the postage. We find that this policy of trying to write a letter that will do the dealer's whole business good, is fully as beneficial to us as the letter of old which used to talk Solvay Coke from salutation to signature. And our new series of illustrated letters has the added advantage of making the dealer glad to send them out, instead of doing so in a half-hearted way."

What Mr. Galligan has found out in this respect is quite true, for I know of another company in Chicago, the Chicago Pneumatic Tool Company, which, when starting out to market its Little Giant truck, had an unfortunate experience in circularizing dealers' lists with letters that were too much Little Giant. One of the officials of the company told me only recently that the campaign had not succeeded as had been expected, largely on account of lack of dealer enthusiasm. Had

these letters been written as the local dealer would have written them, and sent out over his signature, and had it been possible to induce the dealer to pay at least the postage costs, it is quite likely the livest sort of mailing could have been secured, and the campaign would have done all that was expected of it and more. The letterhead would have fitted into such a plan nicely; a few changes in the copy would have turned the trick. An advertiser should not forget that no matter how influential he may think himself to be nationally, the merchant, as a rule, is usually a little bigger locally.

The Story the Chimneys Tell

WE RECOMMEND
Milwaukee Solvay Coke
THE FUEL WITHOUT A FAULT

WILLIAM GORDER COMPANY
Dealers in
COAL, COKE, WOOD, SEWER PIPE
AND BUILDING MATERIAL

Wm. Gorder, Pres.
Henry Gorder, Vice-Pres. & Treas.
Wm. Gorder, Jr., Sec.

608 Main Street
Waukesha, Wis.

PHONE 33-1

October 22, 1915.

James E. Stickney
Watertown, Wis

Dear Sir:

The words "Quality and Service" come pretty close to describing our aim in serving you; and that means to make it profitable to you to deal with us; pleasant for you; safe for you in all that relates to quality, in security of satisfaction, in the knowledge that your money is ready on demand if the fuel is not as represented. We are governed by the highest ideals of commercial service

Our letterhead this month tells a complete story, "Milwaukee Solvay Coke Saves Money" -- not only saves money, but gives more fuel satisfaction than you have ever enjoyed.

"Scranton," that's our hard coal and there is no cleaner burning anthracite than this. Our Indian Hill Pocahontas Smokeless is a leader of its kind and Purity Soft Coal is the genuine article, for we buy only the best, irrespective of price.

The best argument for any fuel is to say it has proved its worth through service and this is true of our complete line of domestic fuels.

Yours very truly,

WILLIAM GORDER COMPANY.

SPECIAL LETTERHEAD FOR DEALERS, PUT OUT BY COKE MANUFACTURER

A good example of a big advertiser who isn't too short-sighted to discount the dealer's personal point of contact with the customer, is Swift & Company, the Chicago packers. I have before me a letter sent out by this company on behalf of its Maxine Elliott Toilet Soap. The letterhead carries a half-tone picture of the actress after whom the soap was named, with the name of the dealer imprinted in small type. Another Swift letter taken from my collection is printed on Italian hand-made paper, and bears the imprint of the dealer. It is a letterhead that would make any grocer or butcher swell with pride. Evidently it was mailed to a list of dealers' customers in special territories where newspaper campaigns were in progress, to clinch the newspaper advertising and tie it up securely to the dealers who carried the lard in stock.

NO FIREWORKS IN SWIFT LETTERS

In order that other readers who are interested in this plan of double-riveting the results from a local newspaper campaign may see just how an experienced advertiser like Swift & Company goes about framing a sales letter for a dealer's list, I will reproduce this letter. When it is remembered that this company has over 150,000 dealers who furnish lists ranging from 100 to 2,000 names, some idea of the cost of such a plan to the advertiser is obtained. To properly distribute such an expenditure, this advertising is done by zones. One zone is made to pay before the work is taken up in the next. The letter follows:

ATLANTA PURE FOOD CO.
Fancy Groceries
Atlanta, Ga.

DEAR MADAM:—

You have probably seen the advertisements of Swift's Silver-Leaf Lard in *The Georgian, The Constitution* and *The Journal.*

If advertisers were to select advertising mediums (*entirely*) for their editorial worth—their human interest—the February SCRIBNER would carry the message of every high-grade product—be it $5,000 automobiles or pins.

Some of the February Contributors will be

Edward H. Sothern
Theodore Roosevelt
Brand Whitlock
Lawrence Perry
John Fox, Jr.
Col. Edwin A. Stevens
Jesse Lynch Williams
Alexander Dana Noyes

Over 100 Prominent Advertising Agencies

are keeping their clients' names and products before the big buyers through the

Automobile Industry's Foremost Publications

Chilton Journals are members of the Audit Bureau of Circulations

Blanket the Industry

The Chilton Journals lead in their field on every point by which leadership is determined.

Largest quality circulation **Largest amount of advertising**
Largest number of advertisers. **Largest volume of inquiries and sales**

THE CHILTON AUTOMOBILE TRADE SERVICE properly applied and intelligently used is a positive factor in the economical marketing of any meritorious automobile product.

$2500.00

buys a full-page campaign in the three Chilton Publications for a year, and includes the free use of the Chilton list of dealers, garage and supplymen. Such a campaign will put the advertiser's business announcement before practically all the quantity buyers in the trade—economically, effectively and productively.

Now is the time for increased effort—it is the time when the automobile, its parts and accessories assume a greater importance than at any other period during the year. It's the time when the strongest talk in behalf of your client's product should be before the dealers.

It's show time ***Investigating time*** ***Buying time***
Advertising time

Rate cards, A. B. C. Auditors' circulation reports, and Booklet of letters from successful advertisers are ready to be sent you on request.

CHILTON COMPANY, Market and 49th Streets, Philadelphia, Pa.

The recipes given in these advertisements were prepared by a lady well known to you by reputation as a wonderfully successful cook.

You would enjoy some of the things that these advertisements tell how to make. Watch the papers and when you see a recipe for something you like, try it.

Be sure to use Swift's Silver-Leaf Lard in trying these recipes, for the measurements are all made with Swift's Silver-Leaf Lard as the shortening. Another Lard or a Compound is sure to be of different consistency and quality. To insure success use Swift's Silver-Leaf Lard.

We have a fresh stock of Swift's Silver-Leaf Lard, and will be glad to fill your order for a pail whenever you want it.

Yours respectfully,
ATLANTA PURE FOOD CO.

It will be noticed in this letter, that while the Swift flavor is pretty strong all the way through, it is nevertheless to all outward appearances a letter from the dealer, so that it carries with it his endorsement. But this same endorsement would go with a letter which went out on a letterhead advertising the product as well, and comparing the cost of the paper upon which these letters were written, it would have been possible for that company to get up a very attractive offset letterhead for this special purpose.

A LETTERHEAD FOR EVERY NUMBER

A few months ago during a clothing convention in Chicago I was talking with Charles E. Percy, of the Joseph & Feiss Company, Cleveland, maker of Clothcraft clothing for men. He brought up this very point. "We have had a large edition of offset letterheads run off, for the use of our dealers," said Mr. Percy. "There is a special letterhead for most all of our numbers so that a dealer can send out letters on letterheads advertising the garments he has in stock, and which will especially appeal to the prospect he is writing. While this may seem like going to a large expense, as a matter of fact it was very inexpensive, for we were able to use the same drawings as we used in getting out our style cards."

Here is a thought—a letterhead for each product you advertise, instead of trying to crowd the whole line on one sheet. If the design has been given wide publicity in the magazines, quite a little prestige can be given it by referring to that fact in a line of six-point below the cut. Hart, Schaffner & Marx did that with a dealer letter, reproducing their poster design which appeared in the magazines.

ALL THIS LETTER NEEDED WAS A FOLLOW-UP

But it will be noticed that this Hart, Schaffner & Marx letter which was reproduced in PRINTERS' INK in the issue of November 11th, as well as most of the letters being used by Joseph & Feiss Company, are written in accord with the point made by Mr. Galligan, of Solvay Coke experience, that the manufacturer's interest should be subjected to the dealer's. To make that clear let us compare a Clothcraft letter with one that was written by a local tailor in Chicago, and which, I am told, was quite successful. I have selected this particular letter because it is woven around a plan that a manufacturer could use in letters to dealers' lists, and is a mighty good letter as well. Here it is:

DEAR SIR:—

Take a look at the inclosed list of names. Tell me now, as you recall them—don't these men look mighty well groomed?

Well, we make their clothes, because they are men who want the best that's going in clothes.

Every member of our club should do his share to show the visiting world this month that Chicago knows what good clothes are, that Chicago advertising men know how to wear them.

Just a few reasons why you should let *us* make a suit for you.

We have the best cutters in Chicago.

We clothe some of the best dressers in the country.

We have the choicest line of woolens, while our workmen lead the tailoring world for excellence and skill.

Let us add your name to the inclosed list.

Very truly yours,
SCHEYER, HOGLUND CO.
SIG SCHEYER.

Attached to this letter was a list of members of the Advertising Association of Chicago. It was sent out just before the convention, and speaking from the viewpoint of a recipient, it almost

made a buying impression on me—the only reason it didn't was because it was not followed up. Still keeping in mind this tailor's letter—especially its personal tone—let us compare it with one of the Joseph & Feiss letters mentioned by Mr. Percy:

THE CLOTHCRAFT STORE
DICKASON & ODIORNE
Barry, Illinois

DEAR SIR:—

Wouldn't you prefer trading at a Men's Wear Store where service offers many distinct advantages over the average retail store, if you knew that you would gain by doing so?

"Satisfied with my present place of shopping," you say?

Very well, but are you sure that you have reached the limit of satisfaction and that no one else can move this limit up a notch or two?

We want you to consider our store when thinking about your new Fall togs, to the extent of giving us a trial. We are not afraid of contradiction when we say that if you haven't traded with us you have not reached the limit of shopping satisfaction.

Why not come in now and get acquainted? We invite you to make yourself "right at home."

Very truly yours,
DICKASON & ODIORNE.

Both of them are so much alike in general appeal as to be easily interchangeable. And that is a safe test for any letter to be sent out to dealers' lists; is it the kind of a letter the dealer himself would write?

At first glance this seems very elementary for a PRINTERS' INK reader, and it is a point which has been advocated for the last several years in these columns, but like a good many other advertising truths, it can only be forced home by continual reiteration. Anyone who gets letters from dealers will bear me out when I state that very, very few of them are written so as to leave any desire to go to the dealer's store and buy the product advertised. Still fewer carry with them the dealer's endorsement. Most of them are weak, rambling and overflow with generalities. More thought can well be put into the copy and the dress of letters going out to a dealer's customers. The dealer is no more anxious to have cheap-looking letters go out over his signature than any other business concern.

Selling Public Service

The following is part of one of the Chicago *Herald's* "business editorials," written by H. E. Lesan:

It was not so many years ago that the promotion of railroad business consisted almost entirely of formal announcements of the arrival and departure of trains, occasionally featuring special excursions and cut-rate opportunities. Then a few scenic attractions were thrown in occasionally to leaven the lump, but without material improvement.

The thought came that railroad service could be merchandised exactly like any other sort of service if it were approached in the right manner, and a plan submitted to some of the leading railroads, embodying ideas for copy designed to really sell passenger service direct to the traveler, and also to stimulate travel, was approved and the experiment began.

Their trains were named, their advantages and attractions were pointed out with selling enthusiasm, and the equipment of the roads, their protection to passengers, the safety, reliability and speed of their trains were all discussed. The lines and trains were given a trade-mark value, and by reason of such presentation they now enjoy a popularity which almost exceeds their carrying power.

We simply merchandised train service.

But the opportunity opened for even a greater merchandising feat than this, and we found that the railroad itself and its important interests could be merchandised to the public by the same methods. We discussed its importance to the community, its wealth-creating power, the interlocked interests of shippers, consumer and transportation line, the mutual dependence of each upon the others, the economic importance to each of the prosperity of the others, how the money of the railroad was spent and the public interest served.

Through display advertisements, circulars, new stories, etc., the ideals and standards of a great railroad system operated "for the public service" were conveyed to the public, and the impression was left that here was a great public institution operated to serve in a human and helpful way the communities and interests which it touched.

So we found that not only could train service be merchandised but the interests of a railroad itself could be conveyed in like manner to those it served through sound publicity.

Chicago Brewery Introduces Non-intoxicant

Following the closing of liquor saloons on Sunday in Chicago, the McAvoy Brewing Company, Chicago, introduced "Alpha," a non-intoxicating beverage, by giving away 100,000 bottles, in exchange for coupons printed in the newspapers. Double pages were used to feature the free offer and to list the names of several thousand cafés where the new beverage could be sampled. The brewery redeemed the coupons, when accompanied by an empty bottle, for the full retail price of ten cents.

"Backing-Up Your Salesman"

Our Booklet with that title tells why you should and how you may

If your richest maiden aunt dropped in to visit you without properly announcing her coming, wouldn't you be slightly annoyed?

How then can you expect your salesmen, who are not bound to your customers by ties of blood or legacies, to get other than unenthusiastic receptions?

Our booklet "How to Back Up Your Salesman" (which is entirely free) tells how you can support your salesmen with letters just as an infantry attack can be supported by a battery of heavy howitzers.

This is not just a booklet about Old Hampshire Bond Stationery. It's a serious, helpful talk on "Backing-Up Salesman," and if you have salesmen you ought to have this book.

HAMPSHIRE PAPER CO.
SOUTH HADLEY FALLS, MASS.

The Only Paper Makers in the World Making Bond Paper Exclusively

The $50 Prize

offered for the best suggestion for an illustration that emphasizes the inconsistency of picturing an automobile without Anti-Skid Chains in scenes of snow, mud or wet pavements was won by

L. E. FIRTH of
South Orange, N. J.

On the opposite page is shown the illustration suggested by Mr. Firth.

Queen Bess didn't use Weed Chains!

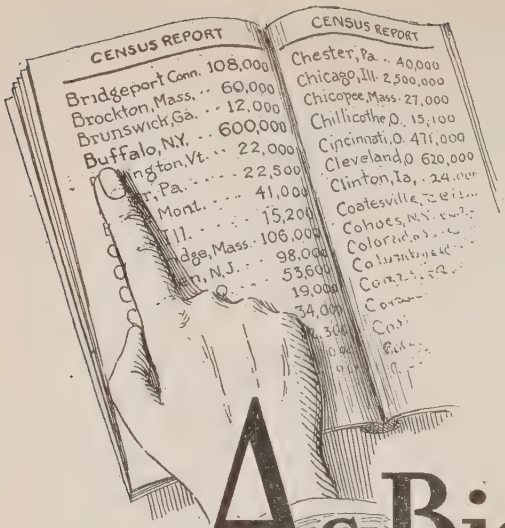
—So Raleigh's cloak served a practical purpose in this up-to-date version of a tale of court gallantry.

Yet the idea of an automobile in Queen Elizabeth's time is scarcely more out of place than an automobile in our own time without Anti-Skid Chains.

Practically all automobiles are now equipped with Anti-Skid Chains and for the sake of realism you should always picture chains on the tires in scenes of snow, mud or wet pavements.

Write us for illustrations of
CHAIN EQUIPPED TIRES

Weed Chain Tire Grip Company
Bridgeport, Conn.



As Big as Buffalo

If you had a special introduction—in fact, a recommendation to the buying power in every home of the city of Buffalo, you would consider it a field worth going after strong. Yet the supplies needed for Y. M. C. A. home-buildings would maintain the homes of such a city.

Your introduction to this big field lies in the advertising pages of "Association Men," for Y.M.C.A. purchasing agents use these pages as their buying directory. They spend over $14,000,000 yearly in maintaining these homes for thousands of young men. A new building is opened every five days. 13,131,766 meals were served in Y.M.C.A. restaurants last year. Tons of household necessaries are purchased. Isn't such a world of activity worth going after? A growth of 400 pages of advertising in five years proves that other manufacturers think so. They find that it pays to advertise in

ASSOCIATION MEN

F. A. WILSON-LAWRENSON, Business Manager
124 E. 28th St. New York

HARLEY L. WARD, Western Representative, 19 So. La Salle St., Chicago, Ill.

The Government's Plan to Help Non-paying Industries Succeed

What the Federal Trade Commission Expects to Accomplish

By Edward N. Hurley

Vice-chairman of the Federal Trade Commission

THE work of the advertising man is tied up closely with that of industry in general. Prosperous factories and busy stores mean advertising; the problems that affect merchants and manufacturers relate directly to prosperity in the field of advertising. Naturally business men are interested in the conditions that make business prosperous, and the relation of government to business.

The Federal Trade Commission is desirous of being helpful to business to the extent of the powers granted by Congress. In the different problems that are being submitted to us we find the business men anxious to present the facts, with the hope that they can be shown the right road to take to expand and develop their industries within the law.

One of the ways in which the Federal Trade Commission may help business is to gather, collect and make known the essential data regarding business. A friendly survey of the field of industry, with attention to industries in which conditions are not right, will be of great value. Just the simple statistics regarding business, never previously collected, are of immense importance, and when compiled and distributed to business men will be a most useful guide for their future action. The Trade Commission has under way at the present moment, the preparation of figures showing the size of our various business units. While this work is not yet completed, some significant items are beginning to appear.

Leaving out of consideration the banking, railroad and public utilities corporations, and referring only to those that have to do with trade and industry, we find that there are about 250,000 business corporations in the country. The astonishing thing is that of those, over 100,000 have no net income whatever. In addition 90,000 make less than $5,000 a year while only the 60,000 remaining, the more successful ones, make $5,000 a year and over.

Turning now from net income to the total volume of business done by these 60,000 corporations we find that 20,000 have sales of less than $100,000; 20,000 more sell from $100,000 to $250,000; 10,000 additional from $250,000 to $500,000; 5,000 corporations ship annually half a million to a million dollars' worth of goods; 4,500 have total sales from a million to five million dollars; while only 462 industrial and mercantile corporations in the United States do an annual business of $5,000,000 or more.

These striking figures exhibit a condition which has existed for many years. They show conclusively that big business, while important, constitutes but a small fraction of the trade and industry of the United States. They make clear that there is an unduly large proportion of unsuccessful business concerns. Do they not need help? Why have we not paid more attention to small and middle-sized business? Is it not worthy of our consideration? What measures are we to take to improve these conditions?

WAYS OF FOSTERING THE LITTLE INDUSTRIES

Whole industries, in many instances, are suffering from a general lack of intelligent knowledge of cost.

How can the Federal Trade Commission help to cure those conditions?

The Commission has no power and no desire to use compulsory

Portion of address before the Association of National Advertisers in New York, December 1, 1915.

methods. But it does hope to reach the desired end by endorsing standard systems of bookkeeping and cost accounting, and to assist in devising standard systems, either at the request of individual merchants and manufacturers or through the association that represents the industry. The Commission expects to have for this work an adequate force of experienced accountants and cost experts and the services, in an advisory capacity, of public accountants of national reputation.

There should be a greater degree of organization and of mutual helpfulness in all lines of trade and industry, so that American business may be welded into a commercial and industrial whole; the part of the government being to co-operate with business men, on request, to bring about the results that will benefit business and hence promote our national welfare.

One of the most effective forms of organization is the trade association. The association has a wide field of useful and proper activities. Concerns in the same industry may take common action looking toward improving their processes of manufacture, standardizing their product, improving their system of ascertaining costs, obtaining credit information and encouraging the development of trade journals. The welfare of employees is one of the important matters which can be best developed by co-operating in associations. The present tendency of the larger firms to think of the smaller man in the proper spirit and to assist him in arriving at some practical method of ascertaining his costs and meeting his many other problems—in short, to live and let live—is to be particularly commended.

So to-day the associations of manufacturers, associations of jobbers, associations of merchants, associations of advertisers, are doing good work, and if conducted in a spirit of mutual helpfulness, with the machinery of the Government standing by subject to call, will help solve problems and remove many of the present handicaps of business.

Another respect in which business may help itself is in the field of foreign trade.

Heretofore the American business man, whether manufacturer or otherwise, has been prone to show an interest in foreign trade only during dull periods. Now that business has improved and factories are running full time in this country, I am afraid there is a growing feeling of indifference toward opportunities ahead. The theory has been advanced that it will require years for the countries now at war to resume their normal rate of production, and that the business is bound to come to us anyhow. This is a serious mistake. It was only a few months after the Franco-Prussian war when France was producing almost as much as before. She did not recover her normal purchasing power for twelve years, but this was due to the heavy indemnity Germany laid upon her.

The American manufacturer should realize that not a smokestack has been destroyed during this war in England, Germany, or Italy, and only a few in a small part of France.

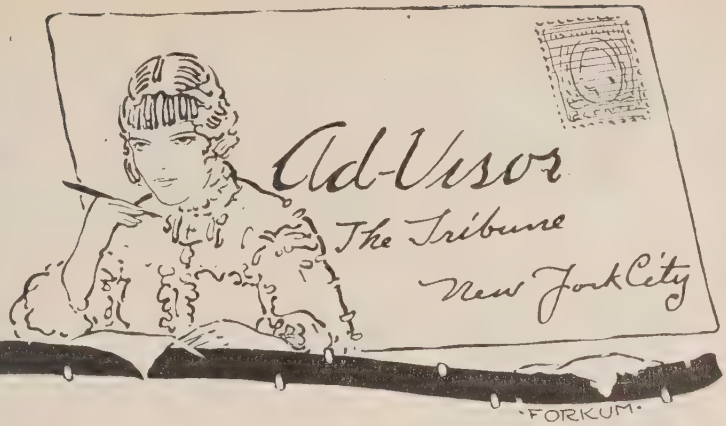
INDUSTRY STABILIZED BY AN EXPORT AND IMPORT BUSINESS

Unless we take advantage of the great opportunity we now have we will find that 90 days after the war is over Germany, France and England, and other European nations will be on the way to a position in the markets of the world even stronger than they occupied before.

True business preparedness demands that every American manufacturer who makes a product that can be sold abroad should aim to sell from 10 to 20 per cent of his output to foreign consumers. A market which includes both foreign and domestic business stabilizes industry and insures the manufacturer, his employees, and the country against the worst effects of financial and commercial depressions.

Business men are not lawyers, and naturally, their thoughts run-

$2. for every letter printed
$50. for the biggest idea.



Two-sided Criticism

PUT an idea in the public mind—and watch it grow! A year ago the New York Tribune started blasting crooked advertising, with Samuel Hopkins Adams touching off the dynamite.

Since then letters and comments of Constructive Criticism have been running each week, emphasizing those of the Destructive variety. They make a great team. Alone they may be either insipid or vicious. Together they build things—quick responsiveness to newspaper advertising for instance.

The type of criticism now coming to The Ad-Visor Department is so high that a prize contest has been started to bring out the most constructive and destructive criticism of which the public is capable. The results are amazing. Are you following them in the columns of The New York Tribune?

The New York Tribune

First to Last: The Truth
News—Editorials—Advertisements

Every Advertiser in This Country Should "Cash In" on the Marvelous Growth and Prosperity of

BRIDGEPORT, CONN.

(*THE ESSEN OF AMERICA*)

Payrolls big; money circulating freely; ADVERTISING BRINGING REAL RESULTS—HERE! Be sure your goods are on sale in Bridgeport, the best advertised city in the United States and the prosperity center of America.

Expansion of industries, growth and increase in every kind of business in Bridgeport unparalleled in history.

The 1910 census credited Bridgeport with 110,000 population; conservative estimate shows 50% increase right now with every train bringing more.

Large industries are operating 24 hours a day continuously, over 15,000 skilled mechanics working night shifts.

The theatres stay open mornings to accommodate night workers and are obliged to turn people away at all other regular performances.

Place your product before this prosperous community by advertising in the

BRIDGEPORT POST AND TELEGRAM

30,000 Circulation Daily

The Biggest Newspaper Circulation in Connecticut

THE POST PUBLISHING COMPANY
BRIDGEPORT, CONN.

JULIUS MATHEWS, Representative, 1 Beacon St., Boston

ning in other channels, they evolve some strange ideas as to the construction of certain laws. I was recently astonished to learn that the belief exists among many of them that *non-competing* firms cannot co-operate and form selling agencies to develop foreign business. This idea is unfortunate, and I fear that it has resulted in actually restraining the development of our commerce abroad. And I might mention, by the way, that such commerce can now be more easily developed, since for the first time in our history we have begun to establish our own banks abroad, thus removing many of the difficulties surrounding foreign exchange and credit information. With American branch banks established in South America and projected in the far East, there is no reason why our business expansion should halt.

Perhaps you may think that I am over earnest in this advocacy of organization, higher efficiency in business methods and modern practices, the adoption of European ideals of thoroughness, the standardizing of accounting, but my earnestness proceeds from an understanding of the conditions which confront American business. The Great War has brought to us great opportunities, and equally great dangers. The thought that we must keep in mind is "After the war, what?" Shall we grow and expand while the growing is good, or calmly wait the time when peace in Europe will be followed immediately by fierce competition not only in foreign markets but in our domestic market as well?

Have we an inventory of our business resources? Are they being developed to the best advantage? Are our associations doing all they can? Are our methods and processes standardized? Are our *industries mobilized?*

Industrial preparedness must be the watchword. Let us have better organization and greater efficiency at home; let us push our trade abroad; let us develop our industry so strongly that no foreign competition can dislodge it.

Results of Raisin Association's Campaign

James Madison, manager of the California Associated Raisin Growers, made a strong plea for co-operative advertising at the recent annual meeting of the California State Fruit Growers' Association.

"If you can increase the consumption of your fruits," said Mr. Madison, "you have practically solved the biggest part of the problem of making the farmer prosperous. If the consumptive demand is greater than the supply, prices will automatically be raised.

"Take, for example, the Associated Raisin Company. We are expending about $150,000 a year in advertising and salesmanship, and we are beginning to see results. When we started our campaign of advertising we thought there was a possibility of our getting the bakers throughout the United States to use raisins in bread and other ways, and found that by sending a man into most any little town, who talked to the bakers about it, that you could get them to buy one, two or three boxes of raisins, according to the size of the bakery.

"All of you here in the San Joaquin Valley are quite familiar with the over-production of raisins we were supposed to have. In the spring of 1913, when our association was formed, there were 36,000 tons of raisins in the State. It was not an over-production. It was under-consumption that was the trouble.

"Formerly the bakers would buy but a few pounds at a time, whereas now they buy in very much larger quantities, as we are now packing the bulk seeded in 25-pound boxes, and where they formerly bought a pound or two, they now buy by the box. During the year 1914 we sold 62,573 25-pound boxes of bulk seeded raisins. We have this year, up to the first day of November, sold 350,806 boxes; or, during the ten months of the year 1914 we sold 53,000 boxes, as against 350,806 boxes in ten months this year.

"About the first of July we had about 30,000 tons of raisins in our warehouses, and with the biggest crop coming on that the State had ever produced. How would you have marketed them? Every grower would have fallen all over himself trying to sell his old crop, and his new crop would have brought him nothing, and he knows it. But the situation is this: we will have no more raisins on hand January 1, 1916, than we did on January 1 of this year.

"I went East a few months ago and called the wholesalers together in several of the larger cities, and asked them what they thought about our prices, and they invariably said this: 'We do not care what your prices are, as long as you maintain them.' That tells the tale. The wholesale men are in business for profit. They do not care for one-half cent or one-quarter cent, as long as they can make their profit, and as long as the retailer is interested in selling these goods."

W. R. Emory has resigned as Western advertising manager of the *Woman's World,* to take effect January 1.

Mail-order Business Built on Chain Foundation

(*Continued from page 6*)

partment; and all for the sake of getting just exactly what she should want at the lowest possible price.

"Later we carried the principle of dividing and specializing the work still further and provided our merchandise people with assistants, to take the less important work off their hands and leave them free to give their whole energy to the vital things. These assistants are former successful sales women who had shown an appreciation of style and workmanship. Their business now is to look at new goods all the time and weed out the impossible ones, thus saving the buyer's time. They see everybody who comes. We want to see everything offered anywhere. But nothing is taken unless the merchandise man and his assistant or assistants agree. Sometimes there are four or five assistants, but it is the same; they must agree that a garment or article is all right before it is bought.

HEAD BUYER FINAL JUDGE

"Even then there is only a recommendation. It goes up to the head merchandise man and he looks over the garment for fabric values; he knows to a cent the cost of materials; and there has to be *intrinsic value* in it before he gives it the final stamp of his approval. The style life of a garment in the retail division is 30 days. We don't want a merchandise man to buy anything he is not reasonably certain can be sold within 30 days.

"We have made a still further specialization in the waist-buying department for the stores. Instead of having one buyer or merchandise person buy all the waists, we are now having two do so, one buying all the waists to retail at below $5 and the other buying all those to retail above $5. The result has been to put both buyers on their toes to get the biggest value into their waists. If one offers a waist at $5.98, the other is not satisfied until she has copied it at $5. That means that we have the keenest competition right in our stores. It's all harmonious, of course, but it's competition just the same, and the public profits by it. The store does, too, and ultimately each of the buyers. It is forcing them to have a thorough knowledge of materials and prices, even more than if the only competition had been with the outside store. I think that this is the next step with the other departments. We shall watch it a while and see.

BARGAIN BUYS ON REORDERS

"All new goods are bought in the way described. Orders for staples or fast sellers are sent by store managers and the mail-order manager direct to the head merchandise man instead of going through the department buyers. All of these reorders are scrutinized by the head merchandise man. The order is not filled automatically because he may have ordered something else in the meantime to take the place of the garments ordered by the store or mail-order manager. Or he may think it can be still further brightened up as to style. But at least he wants to see if he cannot get a better price on the reorder. We may have paid $9 for a garment in the first place and there is a chance of getting it later in odd quantities for $8.

"Getting these reorders 'right' has been reduced to a system. The head merchandise man has six assistants, whom we call 'run-arounds.' These men are calling all day on the clothing manufacturers in town, going up and down stairs, up and down, looking over stocks. Each of them has a list of the recorders that we want and of the materials that go into them. 'What are you doing with that serge there?' one will ask, or 'How many coats can you make out of that broadcloth?' In this way they get half a dozen garments here, and a dozen there and two dozen somewhere else, all at prices the manufacturers are will-

THIS book tells how to get the business training you must have to succeed.

Your Copy is FREE

The Alexander Hamilton Institute was founded, and is conducted, by big men — men who are in the front rank of business leadership today. It gives a sound business training to those who aspire to reach executive positions. 30,000 men have already secured from it a broad, clear, useful understanding of the fundamental principles of business — of Organization, Management, Sales, Advertising, Banking, Finance and Commercial Law.

These men constitute the New Leadership. To succeed, you must know what they know.

This book will show you the way. Send for your copy. It is FREE. Use coupon below.

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FRANK A. VANDERLIP, LL.D., President of the National City Bank of New York.

JOHN HAYS HAMMOND, LL.D., Mining Engineer.

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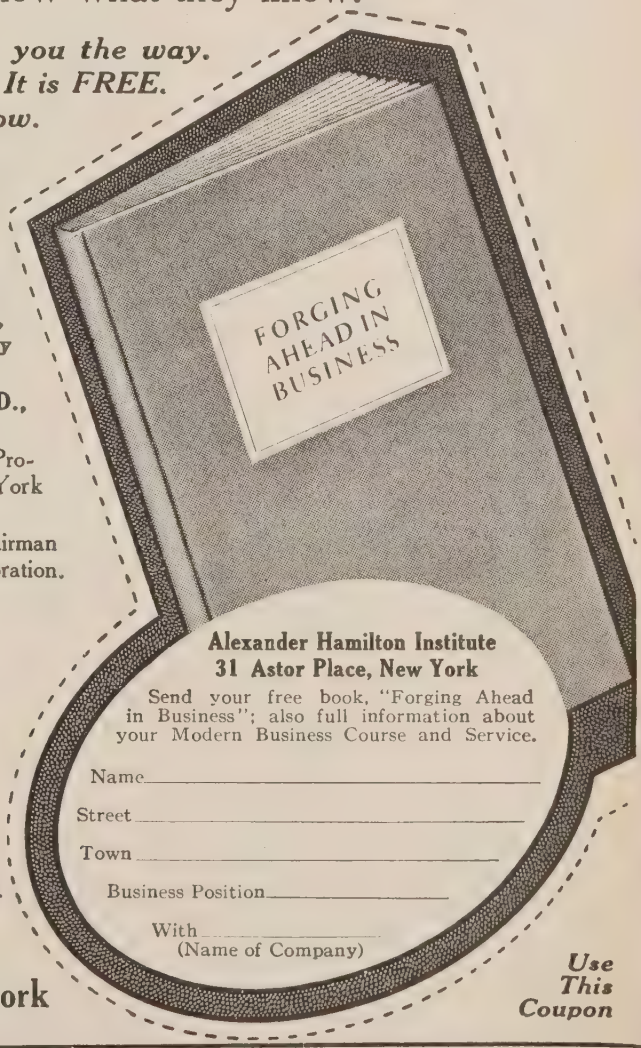
Alexander Hamilton Institute

31 Astor Place, New York



Use This Coupon

If American Advertisers

will delegate a responsible representative to examine the nett paid figures of

"John Bull"

and

"The Passing Show,"

and report quantity and quality to those interested in the British Market through the medium of "Printers' Ink," The House of Odhams will gladly pay first-class fares both ways.

PHILIP EMANUEL,
Advertising Manager,
ODHAMS LIMITED,
93 & 94, LONG ACRE,
LONDON, W.C.

ing to accept because it turns their left-over material into salable stock Each of these 'run-arounds' has to pay his own way; that is, he earns his salary and generally gets us a better price on each garment besides.

One might suppose that one of the real advantages in having seven stores in as many different communities would be to secure a special knowledge of those communities, to learn their style likes and dislikes, and so be able to move stock in one place that another place will have nothing of.

This, at any rate, used to be the old idea, and perhaps is to-day with respect to department stores. Local conditions once upon a time were said to be different in different places. The people of Detroit, it was said, had certain preferences, while the people of Providence had others, and a department store manager brought up in one city would for a time be at a loss in the other. Nothing to it, nowadays, at least in the coat and suit line.

"It's a mistake to think people are different in different cities," said Mr. Bedell. "They once were, perhaps, but they are not so any

BIG DEPARTMENT STORE METHODS ADOPTED FOR BEDELL CHAIN STORE OPENING IN NEW YORK INCLUDED FULL PAGES IN SUNDAYS AND FASHION PARADE

longer. They all see about the same things in the stores, read the same fashion magazines and mail-order catalogues. New York style displays have at the most only a few days' start of the other cities. On many things there is no difference at all. We make no distinction in our several stores. Everything is put on display at the same time. St. Louis has the same chance that New York does.

"The result is that all cities are about alike in shopping taste. The success in New York will be a success in St. Louis or Pittsburgh. And a 'dog' here will be a 'dog' there." A "dog" is a "sticker" or slow-selling garment. "There is no advantage in switching the goods around from one store to another, except in very unusual cases. It is hardly possible to load one of our stores up, on account of our system of buying, but, if it were, that would be about the only reason for switching. Our high-class buyers guard us against 'dogs.'

"The goods are practically the same for the mail-order department and the stores. The only difference is that we are 'trading up' more or less in the stores, but are adding lower-priced lines to the catalogue. My first stores were in popular-priced localities. After getting the Philadelphia store I found that a better class of merchandise was necessary for them, as well as for St. Louis and Pittsburgh. It is best of all in the 34th Street store in New York. This is not on account of a difference in cities, but on account of a difference in localities and classes within the cities. We have come in contact with different classes. So we have been 'trading up' gradually in some of the stores to meet this condition."

ORIGINALITY OF BEDELL CATALOGUE

We come now to selling methods. And first those in the mail-order part of the business. It would seem a little difficult to find anything new there to talk about. But in the very act of picking up the Bedell fall catalogue we encounter an evidence of originality. It has only 104 pages, including the cover, a size so small in the mail-order field that it is hard to believe the house can do so much business with so slender an offering. The spring catalogue is no larger, and the four other catalogues that make up a schedule of issue every other month to the mailing list of 1,000,000 are only half the size.

"The general theory of a mail-order catalogue," said Mr. Bedell, "is that it should be a catch-all of style numbers. Most mail-order houses feel that, after all the pains they may take to pick winners, it is really impossible to do so, and so they put everything in together, the numbers they think well of and a lot of numbers they are not so sure about; and so trust to some of them making a hit.

"We don't do it that way. In the first place, I do believe it is possible to come very near to picking the winners in advance. It is possible, I mean, if you follow style tendencies closely enough and can combine them with garment value. We have 32 suit numbers in our fall catalogues. We could just as well have put in 50, 60 or 70. Why didn't we?

INCLUDE ONLY "WINNERS"

"Because we think we have all the possible winners and a safe enough margin beside. All of these styles are right up to the minute, with the exception of a very few staple garments that are in steady demand. A woman writes in: 'Give me something I can wear getting in and out of the carriage without getting spoiled.' She wants something durable and not too fancy, but still with some style. All the rest, however, of the garments listed are style numbers. They represent the consensus of all our merchandise people. If we had put in a lot of other numbers that we were reasonably sure would not 'go,' they would not have suggested greater variety, but would have spoiled the looks of the other suits. I would state it this way: it isn't only what we put in that counts, but what we keep out. That is our policy all along the line. It was decided upon as a sales policy, but it also

Weavers of Speech

Upon the magic looms of the Bell System, tens of millions of telephone messages are daily woven into a marvelous fabric, representing the countless activities of a busy people.

Day and night, invisible hands shift the shuttles to and fro, weaving the thoughts of men and women into a pattern which, if it could be seen as a tapestry, would tell a dramatic story of our business and social life.

In its warp and woof would mingle success and failure, triumph and tragedy, joy and sorrow, sentiment and shop-talk, heart emotions and million-dollar deals.

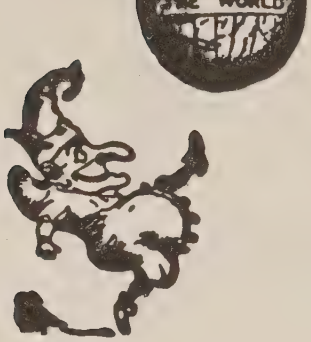
The weavers are the 70,000 Bell operators. Out of sight of the subscribers, these weavers of speech sit silently at the switchboards, swiftly and skillfully interlacing the cords which guide the human voice over the country in all directions.

Whether a man wants his neighbor in town, or some one in a far-away state; whether the calls come one or ten a minute, the work of the operators is ever the same—making direct, instant communication everywhere possible.

This is Bell Service. Not only is it necessary to provide the facilities for the weaving of speech, but these facilities must be vitalized with the skill and intelligence which, in the Bell System, have made Universal Service the privilege of the millions.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy *One System* *Universal Service*



"PUNCH"

WINS ON A FOUR YEARS' TEST

George J. Orange, Managing Director of Spottiswoode, Dixon & Hunting, Advertising Agents, London, writes me under date Sept. 14th, 1915, as follows:

> "It may interest you to know that on an expenditure of many thousands of pounds in the press over a period of four years on behalf of one of our clients, *the results in actual orders* from advertisements in 'Punch' were greater for every pound spent than from any other journal used.
> "And this instance is not an isolated one. It is mentioned, however, because it was possible to carefully tabulate the results and effect comparisons, not merely for a few months, or even a year, *but over four consecutive years.*"

Over Four Consecutive Years is a corking good test of any advertising medium's value. Yet "Punch" stood it and Won Out.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C., England

shows a considerable saving in catalogue costs and postage, too."

Another point of interest is the way the Bedell Company has reduced correspondence costs. All catalogue houses go, of course, to almost unimaginable lengths in order to keep the confidence of patrons. Most of the burden falls on the correspondence.

"We found that the bulk of the correspondence concerned the mistakes of the patrons themselves," said Mr. Bedell. "They sent in their money, but forgot to tell the number of the item they wanted, or the size, or the color or something else and so it was impossible to fill the order.

ENTER THE RUBBER STAMP

"The old mail-order practice was to hold the money and write for full directions. That took time, labor and other expenses. We used to do that altogether. I figured that there was a percentage of orders on which it would not pay to do that; that if we simply sent the letter and money on all orders of $2 and less back to the writer, with a rubber-stamped request to give the missing information and return order and money, we should be able to save a good deal of the expense of correspondence.

"At first sight, that looks like taking a chance at losing an order and a customer, too, by letting the money get away from us. But I believe that the woman who got her money back at the same time she was asked to give the missing details of her order could not help but experience a strong sense of confidence in us. Anyway, we acted on that assumption and it has enabled us, just on that one class of orders of $2 or less, to cut the stenographic force in the mail opening room from 14 to four or five, with a corresponding effect on the cost of getting orders. I don't think this practice is original with us, although it probably is in our part of the mail-order field.

"Of course, there are classes of correspondence that call for much attention and tactfulness. For instance, when a woman in some

small town writes in, inclosing her photograph and explains that her eyes are dark, her hair grayer than it was when she had the photograph taken, that she is a trifle stouter, etc., and that she is giving these details because she wants a dress that will do either for street or party—you will understand that a correspondent like that cannot be answered with a rubber stamp or a form letter. She gets the utmost attention we can give her. There are enough cases like this to keep two good girl correspondents busy.

"In general the principle we have adopted is to let the catalogues tell the story where possible. We think it goes further than any ordinary letter could, because it is *news,* because it is new every other month. We send the letter where it is called for, but we send the catalogue, too. We put anybody who asks for a catalogue on the mailing list for 12 months, and anybody who buys for 24 months.

"We send the refund list everything there is. Refunds make up about ten to twelve per cent of the total business. They run as high as 15 per cent some years and as low as eight per cent in others. Those figures cover claims of every sort. They advertise our fair dealing, but, of course, we don't want them any higher than possible and we keep after them with literature and catalogues all the time."

The features that the Bedell ads and catalogues emphasize are the company's large buying power, which permits a "minute percentage of profit," the experience of its buyers, the prestige from having specialty shops in several cities, and being the "largest cloak and suit house in the world," the chance to get the same goods by mail or in the Bedell store, and enjoy the same prices, with garments delivered free, and the superiority of New York styles.

"I believe New York mail-order styles are crowding out Chicago mail-order styles," said Mr. Bedell. "Chicago got the start, but every New York house is now advertising New York as a style

THE AYER & SON ADVERTISEMENT

(*Concluded*)

facilities. This has limited the scope of its manufactures—confined it to producing solely for local consumption.

Still, Utah has a highly developed, scientifically conducted and remarkable sugar beet industry. It is the more astounding if its phenomenal development is considered. In 1900 Utah had three small refineries, with an almost negligible capacity. To-day in their place there are refineries annually producing thousands of tons of beet sugar.

Beet sugar is but one of the products that Utah can profitably sell outside its own confines. The canning and preserving industries are coming along wonderfully, and canned Utah tomatoes, pumpkins, beans and peas would be welcomed by housewives the country over.

Now, it took Utah over 40 years to put the idea of getting into the United States over—but keeping everlastingly at it brought success. That is the motto of N. W. Ayer & Son. Our adherence to that motto has brought us the recognition as "Advertising Headquarters." For 47 years we have been successfully counseling some of the country's most widely known industries and resultfully demonstrating that "it pays to advertise."

Now we feel that the sugar and preserving industries of Utah can profit by an extension of scope. At Advertising Headquarters, because we have pioneered business, not in one place, but the nation over, we feel peculiarly suited to advise the pioneer—the man who is earnestly striving to attain the reward that follows broad, sound merchandising.

Our experience is at the disposal of Utah. We will be pleased to consider the problems of any of Utah's institutions that earnestly desire growth.

N. W. AYER & SON,

Philadelphia.

New York. Boston. Chicago.

center and the total volume of such advertising is very large, much larger than the amount of Chicago style advertising in the same line.

"The real factor in the situation that makes it certain that New York styles will more and more dominate the catalogue as well as the retail field is the existence of 20,000 coat and suit manufacturers here. They are a reserve army that Chicago hasn't got. The minute a run begins on any style number, we can call on unlimited facilities for quick production and delivery. The factories and the labor are here and they are nowhere else in the same degree.

"The same garments, hats and so forth, are, as I said, to be had in both catalogue and store. A woman near St. Louis who likes a certain item in the catalogue can call at our store there while in town and get it. All mail inquiries sent to the stores are, however, forwarded to the mail-order division.

"We promise to fill most orders in 24 hours, and do. As a matter of fact, we are on a six-hour schedule—the order is two hours in the mail-order opening room going through the various processes of recording and deposit of money, etc.; two hours being filled from the stock rooms; and two hours in the shipping-room. I don't suppose there is anything unusual in the way we do it, or in the rest of the methods."

Mr. Bedell devotes an hour or two of the day to the mail-order end of the business and the rest to his stores. Naturally the new stores which he has added or is adding to the chain take up an undue amount of time, but even these details give no particular trouble, because everything is run on system.

"It is no more trouble to run the business now than it was at the beginning," Mr. Bedell said, "and it never was very much trouble—plenty of work, but few complications. I have made it a rule from the outset to know everything about the business. If it had been a business of many departments, I could not have done it. That is the weakness o the department store, that the ma or men whose money is investe in it cannot personally supervis the details but must trust to sub ordinates. I have assistants an as a rule, I think, better paid as sistants than most departmen stores have, but just the same know every important detail an can give a personal, intelligen help every day to my assistants That is the advantage of special izing in one or a few lines.

"For example, I set myself t learn every merchandise numbe in my first store and in my cata logue, and have kept it up eve since. I can go into any of ou stores and pick out the 'dogs and the best sellers in a minute

BUSINESS HIGHLY CENTRALIZED

"It would seem that the work must increase with the increas in the number of stores, but thi increase has been offset by the improvement in the system of management. We have nearly everything systematized and centralized. The sales and advertising and window dressing all go ou together to the stores and appea simultaneously. There is only on cost on each for all of the stores No store carries any bookkeeping accounts, except a mere stock record by the manager. All of th sales slips and tags are sent o here. All auditing is done a the home office. The manage deposits his receipts daily, subject to New York draft. He employs his own help and reorder his fast sellers. The rest of th merchandise is all ordered fo him, and the pricing, advertising and window display are all arranged.

"Private wire to Brooklyn Newark and the other New York stores and leased wire to Philadelphia and Pittsburgh stores giv me full and accurate daily information of the condition o business in each store, how th different displays and sales ar going, and I can put into almos instant operation any change o plan that seems necessary. A ha window, for example, may no

(*Continued on page 115*)

I Have a Plan

that I think will be very strong for an appealing specialty such as:—

A Food or Drink product
A Clothing or Toilet feature
A help to Health or Beauty

or any worthy thing that men, women or children should know of.

I do not plan a large use of advertising money—average more than half wasted now.

My great successes, including department stores, were won at relatively very small money cost.

I think I am now in shape to do better for any specialty or for any store than ever before—either advice or direction.

If you wish to market something new
If you wish to quicken something that drags
If you want a trademark lastingly known
If you wish to make success more successful
it will cost you nothing to hear from me about it.

M. M. Gillam

110 West 34th Street New York City

Telephone 2531 Greeley

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

CATALOGUES

bound in cloth, leather, or paper. Best quality and reasonable prices. Quantity orders solicited.

THOMAS Y. CROWELL CO.
Bookbinding Department
426-428 West Broadway, New York

Color Printing

is the art to which we have given our life's work. Twenty years of experience together with the largest and most modern equipment operated by tried and skillful operators place us in a decidedly advantageous position.

ZEESE-WILKINSON CO.
424-438 West 33rd St., New York

SERVICE is willingness plus ability. Typographic Service is our ideal and our daily accomplishment.

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

THE type of service we give will appeal to any man who values character, taste, originality, harmony and promptness. In the day-to-day course of business, these are the features we emphasize.

Our booklet, *"Tapping The Dealer On The Shoulder"* will give you a splendid insight into our business. It also covers the subject of Direct-by-Mail Advertising. Sent on request to manufacturers.

THE MOORE PRESS, INC.,
30-38 Ferry St. New York

DON'T waste good money mailing out poor printing even if it does enrich the government.

THE KALKHOFF CO.
216 West 18th Street, New York

Many of America's prominent advertisers and advertising agencies like the George Batten Co., J. Walter Thompson Co., Frank Seaman, Inc., Federal Agency ::: and others ::: requiring High Class *Booklet and Catalog* Work use the

CHARLES FRANCIS PRESS
Printers of PRINTERS' INK
30-32 West Thirteenth Street, New York City

Ad Composition

Day and Night Service

In response to the requests of a number of our clients, we have established a night force in our composing room. The same diligent care given to ad typography during the day will prevail at night.

A. COLISH, 106 Seventh Ave. New York City

OUT-OF-TOWN advertisers must put their printing in the hands of responsible printers. We have a wonderful list of satisfied customers extending as far west as Chicago.

READ PRINTING COMPANY
HIRAM SHERWOOD, PRESIDENT
106 SEVENTH AVE., NEW YORK

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers, Advertising Agents and Publishers

SOME advertisers and agents consider speed a prime requisite in plate making. But they insist also on quality. Hence the two complete Beck plants—Philadelphia and New York—day and night.

THE BECK ENGRAVING CO.
PHILADELPHIA NEW YORK

The Chromatic Process Engraving Company

DESIGNERS
PHOTO ENGRAVERS
COLOR PLATE MAKERS

129-135 Lafayette St., New York City

TELEPHONE 2394 FRANKLIN

The
Colorplate Engraving Co.

J. E. Rhodes, Pres. 311 West 43rd St. N.Y.

Quality Color Plates

THE GILL ENGRAVING COMPANY

Our reproductions for printing in colors are of the same excellent quality as our "black and white" engravings. These have been the standard of quality for 27 years.

SERVICE EQUAL TO QUALITY

140 Fifth Avenue, at 19th St.
Phone 4440 Chelsea

ADVERTISING IN CANADA?

Save duty, trouble and lost time by having your plates and mats made in the best equipped plant in the Dominion.

"Our service justifies our name."

RAPID ELECTRO-TYPING CO. OF CANADA

345-347 Craig W., Montreal, P. Q.

SCIENTIFIC
Engraving Co.
406-426 W. 31st St., New York

Best Equipped Plant in New York

Guarantees you finest plates at reasonable rates

FINE PLATES

THE STERLING ENGRAVING CO.

Designing Retouching
Halftones Ben Day
Color Process Wax

New York City, N. Y.

200 William St. Tel. 2900 Beekman
Tenth Av. cor 36th St. Tel. 3900 Greeley

SUPERLATIVES

WE don't know of another engraving organization any *BIGGER*, or one constantly turning out work any *FASTER*, or one doing a *BETTER* grade of work. And the prices are no higher—in fact, they're often *LOWER* than those you've been accustomed to paying.

Metropolitan Art Craft Co.
2 Duane St., N. Y.

Telephone Beekman 2980-1-2 Day and Night Service

Farming in Manufacturing NEW ENGLAND

Evidence of New England's Agricultural Wealth

MAINE	NEW HAMPSHIRE	VERMONT	MASSACHUSETTS	RHODE ISLAND	CONNECTICUT
		Acres Improved Farm Lands			
2,360,657	929,185	1,633,965	1,164,501	178,344	988,252
		20 to 49 Acre Farms			
9,492	4,509	3,481	8,890	1,144	6,306
		100 to 174 Acre Farms			
16,633	6,247	9,492	5,703	945	4,999
		Farms Over 1,000 Acres			
129	167	125	93	24	40
		Value Farm Land			
$86,481,395	$44,519,047	$58,385,327	$105,532,616	$15,009,981	$72,206,058
		Value Farm Buildings			
$73,138,231	$41,397,014	$54,202,948	$88,636,149	$12,922,879	$66,113,163
		Value of Implements			
$14,490,533	$5,877,657	$10,168,687	$11,563,894	$1,781,407	$6,916,648
		Value of Crops			
$34,039,000	$12,920,000	$23,449,000	$20,839,000	$2,437,000	$20,799,000
		Value of Live Stock			
$25,161,839	$11,910,478	$22,642,766	$20,741,366	$3,276,472	$14,163,902

The Home Daily Newspaper can carry your message swifter, surer and at less expense than any other medium.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H. Union and Leader
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS. Standard and Mercury
Daily Circulation 23,079.
Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE
Daily Circulation 30,000.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

pay, in which case it is ripped out at once and something else substituted for it and advertised. Or we may have scheduled a showing of coats and it turns out very warm. Whereupon we must replace it by something more seasonable. These sudden window shifts have to be made, because it costs us so much every 24 hours to keep the window going.

"There are other shifts in the windows that we cannot control from the main office except in a general way through system. Every window has its preferred positions and its less desirable ones. Those in the front corners we call '$10 positions,' meaning that it is worth $10 a week to the hat or garment to be displayed there. Those in the second row or in the middle front of the window are '$5 positions' and those in the back row '$1 positions.' Every window is diagrammed every day and every department has a diagram of its own showing, with the descriptions and prices of the garments indicated on it. As customers frequently ask to inspect or try on what they had seen in the window, we get a line on which garments are attracting the most attention, and which less or least. Then, if the windows do not correspond to this evidence of the popular taste, the store manager has them changed over to do so. A certain style that may have been given a '$1 position' is brought up into a '$10 position,' because it has proved a fast seller, and another garment we thought well of is pushed back into a '$5 position.' If it does not do well there, it goes back to the last row. This practice is followed in all of our stores and is part of the day's work.

"It is a curious thing that the same kinds of impulse seem to seize upon a people of these different communities at the same time, regardless of the weather. If we have an especially good day at the 34th Street store, I know when I call up Pittsburgh and Philadelphia at night that I am going to get the same report, and almost always on the

PORTLAND
MAINE
GARDENS

The suburbs of Portland show that here are located the houses of many prosperous farmers. Their houses and well-kept gardens give an intimation that within are real homes with all or nearly all the comforts that it is well for men and women to have. All these suburbs are within the zone served by the

EVENING EXPRESS

Portland's only afternoon daily newspaper. It is the biggest daily in Maine's biggest city, and in advertising of all kinds leads by a very wide margin, showing the appreciation of the advertisers.

JULIUS MATHEWS, Representative

AUSTRALASIA

Thomas C. Lothian Proprietary, Ltd.

MELBOURNE and SYDNEY

Founded 1888

Cable Address: "Thorough" Melbourne

Publishers' Representatives

Books and Magazines
Pictures Stationery
Printing and Writing Paper

and other allied lines handled by booksellers and stationers

Bankers: The Bank of New South Wales, Melbourne

Head Office: 100 FLINDERS STREET MELBOURNE, VICTORIA

Dry Goods

Founded 1899 by Max Jagerhuber

Recognized by the foremost wholesale and retail merchants as the standard authority on textile fabrics, their fashions, colors and distribution. It projects and illuminates all important subjects pertaining to the trade, and contains more interesting and cleverly written sketches and articles than any other publication in this line. It is the medium through which the brainy men of the trade prefer to speak.

$3.00 a year

DRY GOODS PUBLISHING COMPANY

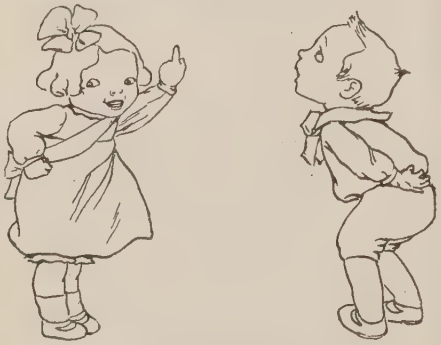
A. JAGERHUBER, Treas.
MAX JAGERHUBER, Pres.
116-120 West 32d Street
New York

ADVERTISING

DRAWING PICTURE BOOKS

for children, with catchy verses to suit any business; also for seasons. Easter booklet now ready. Complete booklet service for large and small advertiser.

Mechanical Cut-Outs



Requests for samples on your letterhead

ART BOOKLET SERVICE

200 Fifth Avenue New York

same departments, too. And St. Louis' night letter will tell me the same thing in the morning. And it will be the same if we have a bad day here; I will get the same kind of report all down the line.

"The stock arrangement in all of the stores is practically the same. Nothing is put away out of sight. Everything is on display; everything advertises itself as much as possible in this way.

"All of the newspaper advertising goes out from New York to all the stores and is the same, with the exception of the 34th Street store, which carries a higher grade of merchandise and is given a different advertising treatment. The head of the window display department makes the round of all the stores from Brooklyn to Pittsburgh every two weeks, and St. Louis once a month, criticizing and helping the local trims.

"Of course, there is an end to system," said Mr. Bedell. "It can't be extended to cover everything, for instance, to control personality. Our greatest difficulty is in getting good sales people in the stores. A partial solution has been in getting mature and serious women. But only part of them are natural sales women. Many are widows in reduced circumstances to whom it comes hard to apply themselves to sales work.

ON SALARY AND COMMISSION

"All of the sales people are on a salary and commission. They also receive an additional compensation based on the character of the sale. The life of a garment in the store is supposed to be 30 days. All goods not sold in that time are starred, if priced at between $10 and $30, and double starred if over $30. Each star is worth 20 cents to the sales woman. Every garment in stock 60 days is also double starred. Making this automatic keeps the stock fresh. There is no chance to overlook slow-selling stock, or to waste the manager's time deciding what to do with it. It is cheaper to keep things moving even at a temporary sacrifice

"Our store managers are on salary based on their net earnings, as figured semi-annually. They make a good thing out of it. It is a principle that men, to do their best, must have some sort of interest in the business. It must not be thought, because so much is systematized and taken out of the manager's hands, that he, therefore, has little or no responsibility. On the contrary, we think he has enough to do to see that the sales force is kept at high tension and smooth-running efficiency. There are a thousand and one little things to be corrected in every establishment, and we can only know part and suspect part. Even the manager cannot always tell unless he is alert for just those troubles.

CHAIN STORE DIFFICULTY

"For instance, each sales woman has a minimum or quota of sales below which she must not drop on the average. It happens more often than you would think that some of the sales women will give an inefficient but popular companion enough sales to save her position. That is a fine spirit from their point of view, but it is poor efficiency for the house and keeps a better sales woman out of employment.

"I continually study the record of every sales person in the organization and can often lay my finger on those who are being bolstered up in this way, but it often takes the store manager a long time to confirm it. We are making it easier to do so by having every *lost* sale reported as well as every sale. Every saleswoman is numbered and the floor manager checks every visitor who is waited upon. This not only gives us a line on the relative ability of the sales people but keeps them alert.

"It is not always possible to inaugurate all the reforms you would like to put in force, or to go as fast as you desire. You must take into consideration the human factor. I had an efficiency expert go through the stores one time and advise with the managers as to desirable changes to be made. He was an able and tactful man,

2792 Retailers and 62 Jobbers

make up the hardware trade on the Pacific Slope.

For twenty-four years our sales and advertising departments have been working with this trade in the interests of several live manufacturers.

This trade looks with favor toward any product or campaign presented through our organization.

This is recognized by several national institutions who use our service.

The Geo. F. Eberhard Company
SAN FRANCISCO
LOS ANGELES SEATTLE

WATCH

PHYSICAL

CULTURE

and got along with one or two of the store managers all right, but the rest of them were up in arms and I decided to discontinue the plan. The managers naturally felt responsible for the help and the methods. They were willing to listen to any suggestions from me, but were jealous of any criticism."

When the announcement was made that the Bedell Company would locate a new store on 34th Street within a few doors of McCreery, there were expressions of surprise. But the Monday following the $5,500 campaign of pages in the New York Sunday papers of September 19 brought about 10,000 people into the store, and it has had its share of the trade since.

The opening campaign was well planned, and executed with a flourish. Lady Duff-Gordon ("Lucile"), the fashion authority, paid a visit to the store before its opening and wrote a letter of felicitation which was reproduced in the Sunday advertising. Another feature was a "fashion review" of a kind that only the big department stores like Wanamaker's and Gimbel's had previously essayed to display the high-priced Parisian importations. The Bedell fashion parade to show his fall models was participated in by "twenty of the most graceful members of prominent Broadway theatrical companies."

The garments, however, were not high priced. They were, to quote the advertisement, "Fifth Avenue styles at modest expenditure," "authenticated, ultra styles," with the "elimination of extravagance," "Parisian and Fifth Avenue conceits," etc. A little later Kitty Gordon, the popular actress, was featured as a patron of the "Fashion Shop." In fact, Mr. Bedell is claiming to give his patrons for $25 and $50, for example, a garment "carrying with it all the style of those priced at $100 and $200.

LUXURY FOR MODEST SHOPPERS

The store is fitted up to correspond—open staircases as well as elevators, mezzanine floor, individual boudoirs in millinery salon with hairdresser in attendance, etc. In his other stores, the rule is 5,000 square feet to a department; here it is twice that, and he wishes he had more. Out of 50 feet front he has contrived 150 feet of show windows. Twenty Parisian wax figures occupy them.

By such methods and such policies is the Bedell business growing, and has been growing through good times and bad. It is an interesting combination of standardized practice with personal initiative. It will be worth watching.

Changes on "Farm & Ranch Review"

F. S. Jacobs has resigned as managing editor of the *Farm & Ranch Review*, Calgary, Canada, to become a member of the faculty of the Manitoba Agricultural College, Winnipeg. He has been succeeded by C. W. Peterson, formerly connected with the department of Natural Resources of the Canadian Pacific Railway.

Ridderhof Joins Coles Picture Machine Corp.

C. Ridderhof, who has been associated with the Society for Electrical Development, Inc., as advertising manager of Electrical Prosperity Week, will become on January 1st advertising manager of the Coles Picture Machine Corporation, New York.

Appointments to "Theatre Magazine"

F. E. Allardt has been appointed circulation manager of the *Theatre Magazine*. Kenneth Bancroft, formerly with the Hugh McAtamney Company, has joined the advertising department of the magazine.

Automobile Man Joins Scripps-Booth

Julian M. Case, formerly with the Regal, Abbott and Paige-Detroit motor car companies, has been appointed assistant advertising manager of the Scripps-Booth Company, of Detroit.

R. E. Fowler with Butterick

R. E. Fowler, for several years advertising manager of the Printz-Biederman Company, Cleveland, O., is now in the Chicago office of the Butterick Publishing Company.

Lantern Slide Maker Expands

The Manhattan Slide & Film Company, New York, has opened a branch at Cleveland, Ohio, from which Western business will be handled.

WE TAKE PLEASURE IN ANNOUNCING THE APPOINTMENT OF

ARCHER A. KING

Peoples Gas Building, Chicago

AS

WESTERN REPRESENTATIVE OF

MOTION PICTURE MAGAZINE

AND

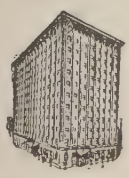
MOTION PICTURE CLASSIC

FRANK GRISWOLD BARRY, Advertising Manager

M. P. PUBLISHING COMPANY

175 DUFFIELD STREET BROOKLYN, N. Y.

Effective December 1st, 1915



BUFFALO
450 Rooms 450 Baths

DETROIT
800 Rooms 800 Baths

CLEVELAND
700 Rooms 700 Baths

An *Interested* Service

WHEN we say Hotels Statler offer a "complete service" we mean that *every* guest gets what he *wants* in a Hotel Statler. He is served by well-trained, unobtrusive employees who are in the background till the moment they're wanted, and are then right at hand *and interested.* He gets this service whether he spends $1.50 or $20 a day.

Every—*every*—Hotel Statler room has private bath; outside light and air circulating ice water; writing desk with plenty of stationery, etc.; local and long distance telephones; pin-cushion, with needles, thread, buttons, etc.; candle for low night-light, and numerous other unusual conveniences. Morning papers delivered free to every guest room.

You'll always find other advertising men at The Statler

HOTELS STATLER

BUFFALO - CLEVELAND - DETROIT

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $60; half page, $30; quarter page, $15; one inch, $4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, DECEMBER 9, 1915

The Campaign for the Stevens Bill

The opening of Congress brings the Stevens Bill again to the fore. We are told that it is to be introduced into both Houses, and that it will bear its familiar title, although Mr. Stevens is no longer a member of Congress. The Fair Trade League is prepared to make a vigorous effort to secure its enactment, and it is most probable that the National Retail Dry Goods Association will as strenuously endeavor to defeat it. Unless all signs fail, we are likely to witness a very pretty contest, in the course of which we hope that the underlying principles of price-maintenance will not entirely be lost to view.

A great deal of comment on the Stevens Bill has found its way into print during recent months. Some of it has consisted mainly of recriminations addressed by one faction to another, some has been aroused by a misunderstanding—or a wilful perversion—of the terms of the bill, and too little has been based upon the real points at issue. Far too much emphasis has been laid upon the alleged motives which control the advocates or the opponents of the measure. Neither side has hesitated to accuse the other of dishonorable and ulterior purposes, and there seems a very real danger that Congress will get the impression that this is merely a scrap between rival trade interests over a matter of class legislation.

We hope that the advocates of the bill at least will overcome this condition before the matter reaches the committee stage, and that they will then all speak to the purpose. Congress is not likely to pass a law merely because certain manufacturers want it, nor because it may possibly protect the small retailer against unfair tactics on the part of his large competitors. If the bill is passed, it must be shown to be in the interest of the public—which means the *consuming public.* And to demonstrate that will require a wholesome supply of sane and temperate reasoning.

A Jolt from the Opposition

We do not doubt that some day the coffee interests will be able to get together and advertise coffee on its merits, as should have been done long ago. The proceedings of the recent convention of coffee-roasters at St. Louis point in that direction, although opinion was by no means unanimous on the subject. It *was* unanimous, however, or nearly so, on the necessity of doing something to counteract the effects of the advertising of coffee substitutes. Somebody seriously advanced the somewhat fantastic proposal that the Federal Trade Commission be appealed to on the ground that the substitute advertising was "unfair competition," and the suggestions ranged all the way from that to the sensible recommendation that coffee might itself be advertised as a healthful beverage. But it appears that there are too many hostile influences among the coffee people to make such a programme immediately feasible.

In the meantime the leader

among the advertisers of coffee substitutes—against whom the fulminations of the convention were chiefly, if not wholly, directed—is untroubled by internal dissensions or by doubts as to the efficacy of advertising. Indeed, a certain inspiration seems to have been drawn from some of the proceedings of the coffee people. "Mr. Coffee Bean seems to be having a hard time of it these days," says a recent ad of the Postum Cereal Company, and the text recites: "He has been found out. Some coffee concerns have tried to rid him of caffeine, a powerful, habit-forming drug, but without full success, and in so doing have partially destroyed his only redeeming feature, pleasant taste."

A few more jolts like that ought to help persuade the importers and roasters of coffee that it would be wise to forget their internal squabbles long enough to unite on a sane plan to further the interests of the industry.

The Real Value of Advertising Investments

The financial man who is used to reading balance sheets is not easily convinced of the value of an investment in advertising—particularly when the advertising is of the sort which is commonly classed as "general publicity." He is not accustomed to yield in the face of promises or remote possibilities, and the most impassioned eloquence leaves him cold unless it is backed by facts and figures in which he has confidence. Such men are very frequently met with in the directorates of large corporations, and it is one of the really heavy tasks of the advertising man to convince them that an investment in advertising has any real value.

Perhaps it can best be accomplished by drawing an analogy with an investment policy which is perfectly familiar to the financial mind, and which the "hard-headed business man" regards as thoroughly justifiable. For example, we read in the *Boston News Bureau* the following item:

> Nothing could be more unlikely than that United Fruit Company directors would decide in the near future on the basis of a good year in the 12 months to Sept. 30 and the prospects of as good and probably better year in 1916 to pay an extra cash dividend on the stock. United Fruit Company is more likely to utilize its surplus profits above earnings to cut down its note debt. A reduction of $5,000,000 in note debt would undoubtedly be more gratifying to the financial community than an "extra." United Fruit three years ago was obliged to provide new capital quickly in payment of tropical lands that wise business policy made it expedient to acquire. It is felt that the price of these lands should be written down through extinguishment of a portion of the notes issued for their acquisition before stockholders present any claim for more than 8 per cent dividend.

In other words, the financiers on the board of directors of the United Fruit Company considered it wise and right to invest a part of the company's earnings in tropical lands instead of paying it all out in dividends to stockholders. The profits which the company may eventually reap from that investment depend *not* upon the original amount of money which went into the purchase, but upon the wisdom with which the management applies itself to increasing the fertility and the productivity of its purchase. The land represents the possibility of future profit, greater or less, according to its application, and the same is true of an investment in advertising. No less an authority than Elijah W. Sells, of Haskins & Sells—one of the leading firms of public accountants—has publicly declared that, "according to its application, as is the case with any other commodity, advertising may with propriety be carried as an investment in the balance sheet." The late Thomas J. Barratt, managing director of A. & F. Pears, Limited, London, wrote to PRINTERS' INK not long before his death that the laws of the United Kingdom required corporations to charge advertising to "current expense." "I, personally," he declared, "consider such method to be entirely *wrong,* and certainly it is contrary to my own experience and practice when this business was a private partnership." It was Mr. Barratt who declared much earlier, and before his business had become a conspicuous

international success: "We are willing to spend half a crown to sell in new channels each sixpenny cake of Pears' Soap."

Probably the majority of manufacturing concerns are facing rising costs for material and labor. At the same time the progress of the industry compels them to make constant improvements in their products. Quality must be maintained or improved in the face of rising costs. That is a problem which properly concerns the board of directors, and the only solution of the difficulty lies through an increased price or an enlargement of the volume of sales. Anything which will increase the volume to a point where the price may remain stationary without jeopardizing the company's profits or its relations with distributors may rightly be regarded as an *investment.* That is true when it involves an expenditure for new machinery or equipment, and it is just as true when it involves an expenditure for advertising.

The pages of PRINTERS' INK have repeatedly borne witness of concerns which have accomplished that very thing. These concerns are among the soundest in the country, and the men in charge of their management are not visionaries. Their judgment in matters of business is commonly based upon substantial and cogent reasoning, and should carry weight with any board of directors. A few instances, selected at random, will suffice here.

The L. E. Waterman Company has been able to keep its retail prices level in the face of an increase in the cost of materials and labor of nearly 100 per cent.

The Warner Brothers' Company reports that the total cost of the materials and labor which go into its dollar corset have increased 37 per cent in ten years. Yet the price is still a dollar.

Roberts, Johnson & Rand, St. Louis, report an increase in the cost of the leather in a pair of men's shoes amounting to 60 cents. Yet advertising has so increased the volume of sales that the quality of the shoes sold at a given price has actually been improved.

The Eastman Kodak Company, through advertising, has been enabled to sell to the consumer for $20 a better camera than was formerly priced at $60.

The Pacific Coast Borax Company, by teaching the public new uses for its product, has more than cut the retail price in half.

The American Agricultural Chemical Company declared, soon after the commencement of the European War, that its business was not likely to be seriously affected because 85 per cent of it was in advertised, trade-marked brands. The concerns in the field which *did* suffer from conditions arising from the war were the concerns whose products were not *known* to the consumer.

The financial standing of the concerns which were once popularly known as the "Tobacco Trust" is hardly to be doubted. Yet we find *in the balance sheets* of those concerns the following items:

Liggett & Myers Tobacco Company—"Reserve for advertising, coupon redemption, etc., $3,352,761."

American Tobacco Company—"Provision for commissions, allowances, advertising funds, etc., $3,122,014."

P. Lorillard Company—"Provision for commissions, advertising, etc., $1,302,182."

None of the concerns above named—and they are only a few of those which might be included—are chasing rainbows or investing their earnings where the chances of profitable returns are remote. Their investments are based upon something besides fair promises and flattering hopes. *None of them is in the position where direct, traceable sales can be balanced against each dollar in the advertising appropriation.* None the less, the money spent for advertising is an investment which pays a profit—and they *know* it does.

Old Proverb Revised

An optician's advert'sement:—
"OSCULISTS' PRESCRIPTIONS ACCURATELY EXECUTED."
There's many a slip 'twixt the eye and the lip.—London *Punch.*

Necessary Mediums

Men and magazines have many points in common.

The accumulated experience, knowledge and ability of some men make their services vitally necessary to conduct a business successfully. They are the fewest in number, command the highest income and their services are always in demand. They are generally referred to as "the boss."

After the boss come the various helpers who frequently change their positions; their income is mediocre and a business succeeds quite as well if their services are replaced by another employee. So with some magazines.

The accumulated value of LIFE based upon its years of experience and ability compels its being looked up to as a "boss" amongst the magazines.

The keen buyer of space knows LIFE is one of the vitally necessary mediums for the success of his campaign which is the reason LIFE is enjoying the greatest business in its ancient and honorable career, also sound and progressive career.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

Getting Right Slant on Canadian Market

While the Preferential Tariff on British Goods Is an Obstacle It Can Be Overcome—A Series of Letters That Did Well in the United States But Failed in Canada

TO sell in Canada, do as the Canadians do: this was the current of advice sounded by the speakers at the "Selling in Canada" night at the Advertising Club of New York, Monday, November 29.

"All through Canada I found them slow to accept novelties," said William H. Ingersoll, "and these were the substantial part of the tradespeople, too. This is particularly true of the Eastern section, where the more conservative English element prevails. It is therefore not a good thing for salesmen to emphasize that a thing is American. If you have a Canadian office and employ Canadian salesmen, you'll find them readier to take you in. This does not hold entirely true of the Western section, however, as there the people are a good deal more like us in temperament and tastes."

Mr. Ingersoll then touched on the trade situation in Canada, saying they have about the same kind of stores as the United States, and the same ways of doing business.

"If you are looking for business in Canada and your line competes with a product manufactured in Great Britain, there is a tariff in favor of the latter averaging about 15 per cent. However, you have an advantage in time, similarity of tastes, and transportation costs that about offsets this tariff advantage.

"There are more commission houses in Canada which do business pretty adequately, and act almost as branch houses. There are also the regular jobbing houses, and you can also sell direct to the retail trade. We have used both means of selling."

A. G. Seal of the Underwood Typewriter Co. gave an instance where one house made a false start in cultivating the Canadian market by pursuing methods used in selling the American trade. Hogan & Son, iron manufacturers of New York, mailed out a series of six letters to the American trade, and 10 per cent of these letters pulled business directly. The same six letters, however, mailed out to 200-odd Canadian firms, brought but 2½ per cent of replies, and $80 worth of business.

"That set Mr. Hogan to thinking," continued the speaker, "and he decided to send out a salesman to find out why these letters had failed in Canada. As a result of the salesman's report, the whole tone and approach of the letters were changed. Six folders, rewritten to fit the Canadian situation, and telling something about his business, were then mailed out to Canada. Seven orders were received in return, and in the period over which the letters extended —two months—they booked 15 steady customers."

The moral Mr. Seal drew from this is: "Study and approach Canadians as a people, just as much so as Americans, English, French, or any other nationalities."

L. L. Cleaver of H. K. McCann, Ltd., Toronto, speaking of the 2,000,000 French-Canadian inhabitants, said:

"It is said of them that they live well first, dress well second, and save well last. They are a hard market to reach, but once you get them, they stick."

In support of this he told of an oil manufacturer who, to introduce oil in a new steel barrel, was obliged to charge $10 for the barrel. It took seven years to win them over to this barrel where they had been getting wooden barrels free. Now that the war has made the cost of the steel barrels very high, this company is having the same time trying to bring back the wooden barrels again.

Jas. A. Rice Joins "Craftsman"

James A. Rice, for five years Western representative of *House & Garden*, has joined the *Craftsman Magazine* organization and will represent the latter publication in the West, with headquarters at Chicago.

MR. H. T. BROWNELL

has become associated with

J. T. H. MITCHELL, Inc.

For the last ten years Mr. Brownell has been active in sales management, both in this country and in Great Britain.

J. T. H. MITCHELL, Inc.
8 WEST 40TH STREET
NEW YORK CITY

"SMILES AT MILES"

A Letter from Lee Tire Co. to the Metropolitan

"You will no doubt be interested to know that during our six (6) months' campaign the 'Metropolitan' cost per inquiry compared very favorably with the best magazines on our list, and it was a strange coincidence that Metropolitan and Literary Digest inquiries cost exactly the same.

"We think your Automobile Number plays a big part in creating interest in your paper among the automobile owners and dealers. You will be glad to know that you are on our 1916 list, as we consider the Metropolitan one of the 'best buys' on the market.

"Wishing you continued success, we remain,

LEE TIRE & RUBBER COMPANY,

(Signed) A. A. GARTHWAITE,

December 3, 1915. *President.*"

Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"

DECEMBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR DECEMBER

(Exclusive of publisher's own advertising.)

	Pages.	Agate Lines.
McClure's (cols.)	176	30,036
Harper's Monthly	118	26,436
Review of Reviews	117	26,250
World's Work	109	24,584
Metropolitan (cols.)	138	23,217
Cosmopolitan	98	22,053
American Boy (cols.)	95	19,131
Scribner's	83	18,708
Atlantic Monthly	81	18,091
Hearst's (cols.)	103	17,582
American (cols.)	114	16,400
St. Nicholas	64	14,461
Century	62	13,930
Sunset	60	13,450
Everybody's	59	13,426
Boy's Life (cols.)	79	11,146
Bookman	48	10,780
Red Book	47	10,640
Boy's Magazine (cols.)	54	9,802
Current Opinion (cols.)	63	8,927
Munsey's	37	8,442
Popular (2 issues) (Nov.)	32	7,371
Wide World	32	7,196
Smart Set	25	5,684
American Sunday Monthly (cols.)	30	5,345
Ainslee's	22	5,075
Overland	20	4,480
Blue Book	19	4,382
Snappy Stories (2 issues)	16	3,950
Strand	17	3,948
Argosy	16	3,773
Smith's	11	2,653

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publisher's own advertising.)

	Columns.	Agate Lines.
Vogue (2 issues)	696	109,989
Harper's Bazar	259	43,602
Ladies' Home Journal	142	28,453
Woman's Home Companion	111	22,304
Good Housekeeping (pages)	93	20,902
Delineator	94	18,818
Pictorial Review	85	17,000
Woman's Magazine	76	15,201
Designer	75	15,097
People's Home Journal	60	11,737
Ladies' World	54	10,800

	Columns.	Agate Lines.
Modern Priscilla	63	10,689
Housewife	52	10,548
McCall's	75	10,079
Holland's Magazine	48	9,301
Mother's Magazine	64	8,579
Woman's World	43	7,550
People's Popular Monthly	33	6,364
Home Life	22	3,856
Needlecraft	19	3,668

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of publisher's own advertising.)

	Pages.	Agate Lines.
Vanity Fair (cols.)	393	62,116
Popular Mechanics	139	31,192
Country Life in America (cols.)	180	30,240
System	114	27,344
Theatre (cols.)	120	20,258
Popular Science Monthly and World's Advance	71	15,956
National Sportsman	53	11,984
House & Garden (cols.)	69	10,922
Physical Culture	42	9,539
International Studio	67	9,396
Field & Stream	41	9,288
Forest & Stream (cols.)	60	8,939
Countryside Mag. (cols.)	50	8,480
Illustrated World	32	8,160
Arts & Decoration (cols.)	55	7,700
House Beautiful (cols.)	51	7,543
Travel (cols.)	50	7,088
Outdoor Life	28	6,384
Outing	28	6,326
Recreation (cols.)	43	6,020
Golf Illustrated (cols.)	34	4,860
Outer's Book	21	4,704
Extension Magazine (cols.)	29	4,681
Craftsman	19	4,291
Garden Magazine (cols.)	25	3,505

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publisher's own advertising.)

	Columns.	Agate Lines.
MacLean's	149	20,930
*Canadian Courier	107	19,584
Canadian Magazine (pages)	77	17,416
Everywoman's World	86	17,305
Canadian Home Journal	72	14,400

*4 November issues.

VOLUME OF ADVERTISING IN NOVEMBER WEEKLIES

(Exclusive of publisher's own advertising.)

November 1-7	Columns.	Agate Lines.
Town & Country	134	22,645
Saturday Evening Post	126	21,468
Literary Digest	119	17,536
Collier's	60	11,362
Life	62	8,779
Scientific American	43	8,700
Independent	47	6,674
Leslie's	32	5,586
Christian Herald	28	4,849
Outlook (pages)	15	3,458
Churchman	8	3,313
Youth's Companion	16	3,222
All-Story (pages)	12	2,870
Judge	18	2,658
Illustrated Sunday Mag.	14	2,655
Associated Sunday Mags.	14	2,569
Harper's Weekly	8	1,461
November 8-14		
Saturday Evening Post	175	29,562
Literary Digest	112	16,616
Town & Country	65	11,065
Collier's	55	10,521
Christian Herald	48	8,090
Leslie's	37	6,439
Life	37	5,187
Independent	32	4,505
National Sunday Mag.	25	4,412
Outlook (pages)	18	4,116
Scientific American	16	3,318
Youth's Companion	13	2,642
Judge	18	2,609
Churchman	14	2,319
Associated Sunday Mags.	10	1,900
All-Story (pages)	7	1,750
Illustrated Sunday Mag.	9	1,725
Harper's Weekly	7	1,193
November 15-21		
Saturday Evening Post	123	20,987
Literary Digest	111	16,388
Town & Country	94	15,912
Collier's	69	13,178
Life	53	7,462
Independent	52	7,328
Leslie's	35	6,065
Christian Herald	34	5,800
Churchman	32	5,189
Youth's Companion	19	3,929
Outlook (pages)	17	3,864
Scientific American	17	3,400
Judge	19	2,740
Illustrated Sunday Mag.	13	2,390
All-Story (pages)	9	2,170
Associated Sunday Mags.	11	1,961
Harper's Weekly	8	1,517

VANITY FAIR

The most successful of all the new magazines

If you want to be in the social and artistic swim, tear off the coupon in the lower right hand corner of this page—and mail it

Don't Be a Social Back Number—

If you are out of step with the whirling progress of our time: if you are removed from its magnetic influences, despite your youth, you are becoming an old fogey, or an old maid, or an old bachelor, or an old bore; if your *joie de vivre* is dying at the roots—then you must read Vanity Fair, and presto! you will be nimble-witted and agile-minded again—the joy of the picnic—the life of the grill-room.

Six months of Vanity Fair will enable you to ignite a dinner party at fifty yards

Don't settle down comfortably in the ooze. The world is moving, moving on all eight cylinders—some folks are even moving on twelve—and you might just as well move along with them. Don't stall yourself on life's highroad and be satisfied to take everybody else's dust. Hop up and take a little joy ride on the red and yellow band-wagon.

Every Issue of Vanity Fair Contains:

THE STAGE: Entertaining first-night and behind-the-scenes views, and reviews, of the newest plays—with portraits of the players.

THE OPERA AND MUSIC: Stories and portraits of the new singers, composers, conductors, and whatever is new about the old ones.

THE ARTS: Illustrated news and criticisms of the latest and most discussed pictures, architecture, books, sculpture and poetry.

HUMOR: The most original and amusing work of our young humorous writers and artists in a fresh and unconventional vein.

PEOPLE: Striking and unusual portraits of the celebrities who help to make New York a brilliant, and fascinating merry-go-round.

SPORTS: An up-to-date, bi-sexual panorama of golf, tennis, football, rowing, polo, hockey, and a dozen other outdoor and indoor sports.

ESSAYS AND REVIEWS: by the most intellectually stimulating essayists, critics and authors—both domestic and imported.

PARIS AND LONDON: The latest diverting news from both of these European capitals—and occasionally from others as well.

DANCING: New dances, outdoor dances, indoor dances, rhythmic dance, cosmic dance and their outdoor, indoor, rhythmic and cosmic dancers.

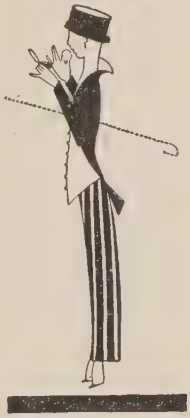
FASHIONS: From Paris, London and New York for all discriminating and well-dressed American men and women.

DOGS AND MOTORS: Photographs of the best bred dogs and the best built motors, with descriptions and timely discussion of them.

SHOPPING: An index to the best shops: what they sell, and a shopping offer that is bound to interest alert men and women.

Try a Little Dollar Diplomacy!

You think nothing—in your poor, deluded way—of paying $2.00 for a theatre ticket, or $1.35 for a new novel, but you can secure, for $1.00 (half the cost of a single theatre ticket, and less than the cost of a single novel) an entire winter of Vanity Fair, and with it more entertainment than you can derive from dozens of sex plays or a shelf-full of problem novels.



If you want your brain kept powdered and well-groomed for six months, just tear off, fill in, and mail the little coupon below

We Promise You, Solemnly

that Vanity Fair is not just one more magazine; or even a new magazine of an old kind—but an ALTOGETHER NEW KIND OF MAGAZINE. It is an entertaining Magazine for Moderns.

We are not going to print any pretty girls' heads on its covers. We are going to spare you the agony of sex discussions. We shall publish no dreary serial stories. No diaries of travel. No hack articles on Preparedness. No gloom. No problem stories. No articles on the tariff, or irrigation or railroad rates, or pure food, or any other statistical subje

Condé Nast *Publisher*
Frank Crowninshield *Editor*
35 Cents a Copy Three Dollars a Year

Stop where you are!
Tear off that coupon!

Tear off here

VANITY FAIR, 448 Fourth Avenue, New York City

Please enter my subscription to VANITY FAIR for six months, beginning with the November Number at the reduced rate of $1, which is enclosed herewith. The Publisher will send me the Special Offer Number of the Magazine, and my bonus gift Mail me the November Number at once, and the bonus gift at the end of the six months.

Name.....

Address.....

City.....

State.....

WHEN you read this striking full page in the New York Times, the Chicago Tribune, or one of the many other newspapers in which the advertising appeared, you probably thought: "*That kind of copy ought to get Vanity Fair many good subscribers.*"

And you were right. It did.

William H. Osgood.
Advertising Manager.

CIRCULATION BUILDING—

1. A heavy circularizing campaign, directed at the wealthiest families in America is adding new subscribers at a record-breaking rate.
2. Advertising in 30 magazines, picked for their influence in special fields, is adding still more.
3. Big space in big newspapers from New York to San Francisco is pulling extraordinarily large returns and—

Note on the opposite page—Vanity Fair continues to lead all monthly magazines in volume of advertising

November 22-28	Columns.	Agate Lines.
Saturday Evening Post	161	27,446
Collier's	97	18,318
Outlook (pages)	75	16,884
Literary Digest	90	13,320
Christian Herald	47	7,867
Leslie's	34	5,808
Independent	38	5,390
Youth's Companion	23	4,720
National Sunday Mag.	27	4,590
Life	31	4,366
Scientific American	19	3,931
Churchman	17	2,781
Judge	16	2,378
Illustrated Sunday Mag.	9	1,630
Harper's Weekly	8	1,497
Associated Sunday Mags.	6	1,236
All-Story (pages)	4	966

November 29-30		
Independent	38	5,413

Totals for November	Agate Lines.
Saturday Evening Post	99,463
Literary Digest	63,860
Collier's	53,379
*Town & Country	49,622
†Independent	29,310
Outlook	28,322
Christian Herald	26,606
Life	25,794
Leslie's	23,898
Scientific American	19,349
Youth's Companion	14,513
Churchman	13,602
Judge	10,385
‡National Sunday Magazine	9,002
Illustrated Sunday Magazine	8,400
All-Story (pages)	7,756
Associated Sunday Mags.	7,666
Harper's Weekly	5,668

*3 issues.
†5 issues.
‡2 issues.

Every Week 3¢

A Growing Influence on Women as Well as Men—

Sold in Connection with the Associated Sunday Magazines

1,000,000 National Circulation Guaranteed

95 Madison Avenue, New York
105 N. Wabash Ave., Chicago

RECAPITULATION OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publisher's own advertising.)

	Columns.	Agate Lines.
1. Vogue (2 issues)	696	109,989
2. Vanity Fair	393	62,116
3. Harper's Bazar	259	43,602
4. Popular Mechanics (pages)	139	31,192
5. Country Life in Amer.	180	30,240
6. McClure's	176	30,036
7. Ladies' Home Journal	142	28,453
8. System (pages)	114	27,344
9. Harper's Monthly (pages)	118	26,436
10. Review of Reviews (pages)	117	26,250
11. World's Work (pages)	109	24,584
12. Metropolitan	138	23,217
13. Woman's Home Companion	111	22,304
14. Cosmopolitan (pages)	98	22,053
15. MacLean's	149	20,930
16. Good Housekeeping (pages)	93	20,902
17. Theatre	120	20,258
18. American Boy	95	19,131
19. Delineator	94	18,818
20. Scribner's (pages)	83	18,708
21. Atlantic Monthly (pages)	81	18,091
22. Hearst's	103	17,582
23. Canadian Magazine (pages)	77	17,416
24. Everywoman's World	86	17,305
25. Pictorial Review	85	17,000

The Old The New

224 LINES TO PAGE 429 LINES TO PAGE

The new Sunset is right—its shape is convenient and the advertising rate is reasonable.

You cannot fully cover the country west of the Rockies without Sunset. Pacific Coast newspapers are good. Eastern magazines and periodicals of national circulation are good. Posters and billboards and street cars are good. But SUNSET is SUNSET—influential in Pacific people's minds, close to their hearts, chockful of the spirit of things out here in the Golden West.

SUNSET is the fraternal publication of the greatest family of money-spending, value-seeking optimists in all the world—those who live in the rich market of this "Wonderland beyond the Rockies."

There is no substitute for Sunset

To inaugurate the new Sunset we are offering a 10 per cent. reduction on orders covering 100-line copy or over if placed on or before December 31st, 1915.

A. Woodhead

General Manager

EASTERN REPRESENTATIVES

New York.....W. A. Wilson, 515 Candler Building
Boston.....Chas. Dorr, 6 Beacon Street
Chicago.....G. C. Patterson, 338 Marquette Building

Member Quoin Club and Audit Bureau of Circulations

PRINTERS' INK'S FOUR-YEAR RECORD OF DECEMBER ADVERTISING

	1915.	1914.	1913.	1912.	Total.
Cosmopolitan	22,053	30,160	37,744	48,405	138,362
Review of Reviews	26,250	22,907	26,202	32,480	107,839
Harper's Monthly	26,436	27,216	26,012	20,386	100,050
World's Work	24,584	23,548	24,601	24,656	97,389
McClure's	30,036	17,584	21,083	21,224	89,927
Scribner's	18,708	22,253	25,480	23,296	89,737
Sunset	13,450	13,968	25,788	29,400	82,606
American	16,400	14,118	18,447	28,092	77,057
Hearst's	17,582	13,692	21,392	21,757	74,423
Everybody's	13,426	15,508	20,217	24,371	73,522
Atlantic Monthly	18,091	12,768	19,712	16,576	67,147
Metropolitan	23,217	20,407	16,448	6,776	66,848
Century	13,930	15,820	15,120	19,096	63,966
American Boy	19,131	13,829	12,186	9,777	54,923
Munsey's	8,442	12,159	11,669	14,844	47,114
Current Opinion	8,927	10,640	12,242	13,664	45,473
St. Nicholas	14,461	11,550	10,304	8,512	44,827
Red Book	10,640	7,616	8,064	9,184	35,504
Boy's Magazine	9,802	7,247	8,624	5,914	31,587
Ainslee's	5,075	5,600	6,272	6,944	23,891
Argosy	3,773	4,704	7,770	7,238	23,485
	344,414	323,294	375,377	392,592	1,435,677
WOMEN'S MAGAZINES.					
Vogue (2 issues)	109,989	89,689	103,105	83,903	386,686
Ladies' Home Journal	28,453	25,088	26,800	31,212	111,553
Good Housekeeping	20,902	20,341	24,586	28,448	94,277
Woman's Home Companion	22,304	19,385	23,250	24,539	89,478
Harper's Bazar	43,602	28,692	8,650	7,337	88,281
Delineator	18,818	17,206	20,387	21,056	77,467
Designer	15,097	12,032	16,000	17,227	60,356
Woman's Magazine	15,201	11,923	15,858	17,247	60,229
Pictorial Review	17,000	14,900	15,000	13,200	60,100
Modern Priscilla	10,689	10,995	12,096	14,691	48,471
McCall's Magazine	10,079	8,541	12,795	11,702	43,117
Ladies' World	10,800	11,000	8,200	12,600	42,600
Housewife	10,548	10,401	10,201	9,800	40,950
Mother's Magazine	8,579	9,928	10,020	10,984	39,511
People's Home Journal	11,737	8,931	8,559	8,740	37,967
Woman's World	7,550	4,550	5,950	5,803	23,853
	361,348	303,602	321,457	318,489	1,304,896
CLASS MAGAZINES.					
	1915.	1914.	1913.	1912.	Total.
Vanity Fair	62,116	28,551	32,674	21,822	145,163
Country Life In America	30,240	28,728	35,769	34,144	128,881
System	27,344	24,360	25,490	31,584	108,778
Popular Mechanics	31,192	25,032	25,900	26,068	108,192
Popular Science Monthly and World's Advance	15,956	17,556	16,786	14,056	64,354
Theatre	20,258	10,940	12,946	13,204	57,348
International Studio	9,396	10,049	11,032	13,230	43,707
Outing	6,326	8,064	12,600	15,596	42,586
The Countryside Magazine	8,480	8,428	12,926	11,305	41,139
House & Garden	10,922	9,590	10,928	9,660	41,100
Field & Stream	9,288	10,500	10,318	10,703	40,809
House Beautiful	7,543	7,611	11,207	10,728	37,089
Physical Culture	9,539	8,288	10,050	9,166	37,043
Travel	7,088	7,644	8,666	8,930	32,328
Garden	3,505	3,890	7,742	5,546	20,683
	259,193	209,231	245,034	235,742	949,200
WEEKLIES (4 November Issues)					
Saturday Evening Post	99,463	75,433	*110,884	*121,758	407,538
Literary Digest	63,860	52,133	*68,821	*67,558	252,372
Town & Country	‡49,622	32,846	*56,820	*68,642	207,930
Collier's	53,379	34,073	*49,883	*70,314	207,649
Outlook	28,322	26,068	*37,828	*42,604	134,822
Life	25,794	19,424	27,265	29,858	102,341
Christian Herald	26,606	18,144	22,008	27,595	94,353
Scientific American	19,349	16,381	*21,538	*24,854	82,122
Leslie's	23,898	18,370	16,762	17,726	76,756
	390,293	292,872	411,809	470,909	1,565,883
Grand Total	1,355,248	1,128,999	1,353,677	1,417,732	5,255,656

‡3 issues. *5 issues.

Interesting Advertising

The leading specialty shops of Fifth Avenue and its side streets describe and illustrate their latest importations, creations, and offerings in every issue of Vogue.

For this reason the advertising pages of Vogue have always a distinct news value—a news value that makes them intensely interesting to Vogue's readers.

If you make anything that is useful to women of means and taste, Vogue is the medium in which to advertise it.

Vogue advertising brings results.

Ralph F. Blanchard

Advertising Manager

VOGUE, 443 Fourth Avenue, New York City

The Little Schoolmaster's Classroom

"CAN I obtain from you any estimate of the number of persons engaged in advertising in all its branches in this country, the number of advertising clubs affiliated with the A. A. C. W., and the approximate amount spent for advertising in this country yearly?"

Such is the inquiry which the Schoolmaster receives from Arthur Myles Dunbar, director of sales promotion of the Fraser Dry Goods Company, Brockton, Mass. Well, according to the latest available figures, which are furnished the Schoolmaster by Frank Morrison, advertising manager of *Associated Advertising,* there were 13,264 members of advertising clubs on November 1, and the clubs affiliated with the A. A. C. W. numbered 126. Besides the affiliated clubs, there are 16 departmentals. Further than that there are no statistics which make any pretense of accuracy. When we come to discuss the number of advertising men in the country, or the amount of money spent for advertising, we are on purely speculative ground.

* * *

In the first place, we need a definition of an advertising man. If we mean to include only those men whose incomes depend exclusively, or even primarily, upon advertising, our aggregate total will be materially smaller than if we admit everybody who uses advertising as an incidental factor in his business. Take for example, John Wanamaker, whose continuing interest in the advertising of his establishments was so recently set forth in PRINTERS' INK. Would you call Mr. Wanamaker an advertising man? Probably Cyrus H. K. Curtis has as strong a faith in advertising as any man, but would you speak of him as an "advertising man"? The late C. W. Post revised personally nearly every piece of copy for Postum and Grape-Nuts which was issued during his lifetime, and in addition wrote many pages of copy dealing with labor problems, but Mr. Post was a manufacturer, essentially and primarily. Again, the late W. Atlee Burpee wrote his seed catalogues for 40 years, supervised all of the publication copy and kept PRINTERS' INK at his elbow, but it would hardly have been proper to characterize Mr. Burpee as an advertising man.

* * *

In short, the Schoolmaster is of the opinion that there are anywhere from 5,000 to 20,000 men "engaged in advertising," according to the accepted definition of an advertising man. Indeed, if you include all the employees of advertising agencies, all the stenographers and mailing clerks in advertising departments, all the solicitors for the multifarious forms of advertising mediums, and in addition thereto all the business men who use advertising with more or less regularity, you will probably get a much handsomer total than the figure last named. And on the other hand, you can make the definition so narrow that it is doubtful whether 5,000 men could be squeezed inside it.

* * *

Now as to the question of the approximate annual expenditure for advertising. It happens that J. J. McPhillips, advertising editor of the *Textile World Journal,* Boston, recently completed a careful estimate for the Federation of Trade Press Associations, which was presented at the annual convention in Philadelphia. According to Mr. McPhillips, the annual expenditure for advertising in this country is now close to $700,000,000. To quote:

"$200,000,000 is expended for general advertising. Of this $200,000,000 about $75,000,000 is expended for salaries, printed matter, etc., for advertising departments. At least $230,000,000 is placed through advertising agencies. $46,000,000 is approximately

"There Ain't No Such Animile."

This is what an Advertising Manager said when I told him "There is no *'waste'* in the circulation of GOOD HEALTH for the advertising of a high-class proposition." Sounds "fishy," perhaps. But—I am ready to prove it to you, if you'll give me the chance. Poor people don't read GOOD HEALTH, because they haven't either time, leisure or money to follow its teachings. Young people don't read it, because they are usually so well they don't think about health. And—unintelligent people don't read it, because they cannot understand and appreciate it. Therefore, *I know* that GOOD HEALTH subscribers are well-to-do people, of unusual intelligence, and above the average age of thirty-five years. This may read like "theory only," but—I can back it up with facts. Just give me the chance.

J. Dwight Brewer
Advertising Manager

GOOD HEALTH

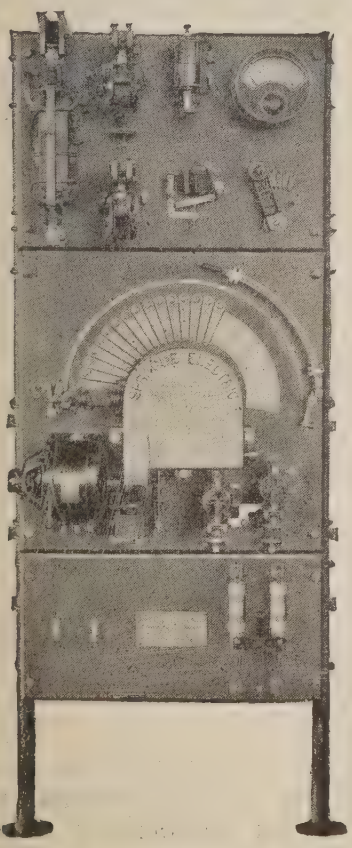
1812 W. Main St.
Battle Greek
Mich.

DEVOE FRESCO COLORS
IN UNIFORM SIZE GLASS JARS

Particularly adapted to Poster and Flat Wash Work.
A full line of all kinds of

ARTISTS' MATERIALS

F. W. DEVOE & C. T. RAYNOLDS COMPANY
101 FULTON STREET, NEW YORK



Sprague Electric System of Newspaper Press Control

A system for every need. Full or semi-automatic control, alternating or direct current. 10 to 200 horsepower. An attractive illustrated descriptive bulletin No. 24230 will be sent upon request.

SPRAGUE ELECTRIC WORKS

Of General Electric Company

Main Offices
527-531 WEST 34TH STREET
NEW YORK - - - N. Y.

To an Advertising Agency or an Employer of Salesmen

I am a sales mgr. and organizer of more than average ability. This I have demonstrated as sales executive (writing all my own advertising) with three very large American companies.

Past two years have been in England as sales mgr. for large English concern and developed enormous business. I resign my position as sales mgr. of large N. Y concern January 1st.

Age 33, married, happy.

Can furnish exceptional references as to character and ability from prominent business men, N. Y. to Chicago. Am not tied to N. Y., willing to go where the opportunity is.

Would make excellent man for progressive advertising agency or sales mgr. and organizer for a firm requiring man of judgment.

I may be just the man you want. Ask for my complete record the past seven years, with references. Then you can decide if I measure up to your requirements sufficiently for an interview.

H. T., Box 371, care Printers' Ink.

If You Want to Reach the Motor Car Owner Use the

AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

the total of advertising in technical and trade papers, very little of which comes from the $230,000,000 placed by advertising agencies."

Of course that represents only a pretty shrewd guess, on the basis of such evidence as may be obtained. And here again, it is sometimes difficult to draw the line between advertising matter and something else. It is obvious enough that a magazine or newspaper page is advertising, and so is a catalogue. But what about an instruction book in the use of a product? What about a display rack which is loaned to dealers? Anybody can think of a number of things which are "advertising" or something else, according to the bookkeeping system of the concerns which employ them. When you attempt to put a fine point upon it, it is pretty difficult to get any exact figures on the amount of money expended for advertising.

* * *

The people who want to abolish capital punishment won't get any encouragement from C. Hoffbauer & Co., of New York.

This company is trying to establish a place in the sun for Out-O-Syte press stud tape. The name has the *double entendre* so much the fashion among advertising men.

However, the name has led the company to advocate boiling in oil for the inspired compositor on the staff of one of the trade papers in which it advertises. It seems that this journal runs a page of trade news in which it sought to give Out-O-Syte press stud tape some extra publicity. The inspired compositor aforementioned gave the aforesaid publicity to the tune of a stickful in which Out-O-Syte is uniformly and consistently made to read Out-O-Style!

The Schoolmaster cannot let this tragi-comedy pass without making it contribute its bit toward the education of the class.

That mistake was a very easy one to make—one that "he who runs" might easily duplicate. And this is especially true because

Increase In Rates

After January first, 1916, the new rates for advertising in PRINTERS' INK will be as follows:

Run of Paper—

$75 per page—$150 per double page.
$37.50 per half page.
$18.75 per quarter page.
Smaller space, 40c per agate line. Minimum one inch.

Preferred positions—

Second cover—$90.
Page 5—$100.
Pages 7-9-11-13 $90 each.
Standard center spread—$180.
Center of special four-page form—$180.

Extra Color—

$30 extra for each color, for two pages or less. For more than two pages, $15 per page per color.

Inserts (four pages or more)—

$75 per page, furnished complete by the advertiser.

Classified Advertising—

40c per line flat. Not less than 5 lines on one time orders.
No advt. can exceed 35 lines.

Contracts for six or more pages received before January first will entitle an advertiser to our present rates ($60 run of paper) during the entire year of 1916, provided at least ¼ page is used in one of our January issues, to apply on this order.

Printers' Ink Publishing Company
12 W. 31st Street New York

"GIBBONS Knows CANADA"

THE AD THAT LIVES

FOREVER ON ANY MAN'S DESK

IT TALKS for YOU and WORKS for HIM

Your trade-mark, product, etc., reproduced on top—see illustration below.

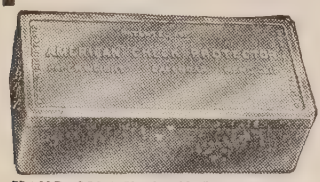
A handy Paper-Weight, Memo-Clip, Calendar and Crook-proof

CHECK-PROTECTOR Pat. 1915

These Souvenirs serve as Co-operation against check-raising, loss of money, etc. Made in Nickel, Silver and Gold Plating.

Get One NOW Nickel Finish. Sent Postpaid for stamps or Money Order.

$1 Write for quotation in souvenir quantities with individual top design.



HANDSOME USEFUL XMAS GIFT

HOW MANY CAN YOU USE?

AMERICAN CHECK PROTECTOR CO.
200 5th Av., N.Y.
Seventh Floor
Gramercy 3451

There is absolutely NO CLASS of trade or profession, that SOME kind of an ADVERTISING RULER will not REACH and STAY WITH. We make them all--Let us show you.

Write to Dept. 3

PAUL BROWN
COMMERCIAL ARTIST

61 WASHINGTON AVE.,
GARDEN CITY, L.I.
N.Y. PHONE 6120 RIVERSIDE.

Executive Ability Necessary

Splendid position for some young man with sufficient executive ability to manage a well-established Eastern plant making toilet paper. General knowledge of accounting essential. Experience in toilet paper line preferred. Letter must give full particulars as to age, present salary and position, and qualifications for the job. Correspondence confidential. Immediate action necessary. Address C. H. M., Box 370, care Printers' Ink.

of the particular form of lettering used by the advertiser. Might we add to the long list of don'ts for names "don't use a name that it is possible to misquote into the negation of advertising."

* * *

Here is another proof of the advertising ability of women. A recent issue of a Sunbury (Pa.) newspaper contained the following advertisement:

"My wife Helen having left my bed and board without just cause, I hereby give notice that I will not pay any bills contracted by her."

In the next issue of the paper and in the same position of the husband's advertisement appeared the wife's rejoinder:

"I, Helen Bowman, did not leave the bed of my husband, Charles F. Bowman. We had only one bed and that belonged to me."

"Punch" Criticizes Japanese Advertising

"People who desire longevity drink water. Those who have tried it and failed should try —— Beer."—Japanese advertisement.

As sold in the Elysian Fields.—London *Punch.*

Pictures "Movie" Actress in Ready-mades

The Waterloo Skirt and Garment Company, Waterloo, Iowa, is illustrating its advertising with photographs of motion-picture actresses wearing different styles of its "Montague" garments.

Do You Need An Editor or an Advertising and Publicity Manager?

Have had over 12 years news and trade paper experience. Believe the success of any publication can only be measured by amount of service it renders and that the editor must put his very life into his work and become a most vital part and leader of the field or community he serves. Let me write you more fully of my ideas and principles or better still, call and see you; or perhaps you need an Advertising and Publicity Manager. The greatest essential to success in advertising is to know human nature and in publicity to know what the editors will use. No training better qualifies a man in these essentials than newspaper work. He knows human nature and having been an editor, knows what publicity matter can and will be used. I have handled many successful campaigns. Tell me your needs and let me call or write.

J. A. Hall, 322 E. 32d St., Brooklyn, N. Y.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING SERVICE

LETTERS *and Ads written* to accomplish your purpose. Free criticism of your present Ad matter will show my grasp of *your individual problem.*

E. M. DUNBAR, 15 Rowena St. BOSTON

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

BUSINESS OPPORTUNITIES

ADVERTISING BUSINESS FOR SALE, $5,000 CASH. OWNER RETIRING. For particulars write Recognized 26, Box 882, care of Printers' Ink.

WANTED—BEST OFFER FOR BUYER, WHOLE OR PART, city trade or Eastern State newspaper, by editor-business man. Box 873, care Printers' Ink.

FOR SALE

MULTIGRAPH FOR SALE. No. 10 machine complete; electric driver, automatic paper feed, printing ink and typesetting attachments, typewriter type, stools and stands included. Perfect condition. A bargain for someone. Putnam Knitting Co., Cohoes, N. Y.

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

A well-established trade paper wants a good advertising representative in a very profitable territory. Box 730, c/o P. I.

Expert advertising men, acquainted with the different lines of merchandise. Must be card-writers, Sales Managers. State weight, age, height and experience. Southern Sales Co., Memphis, Tenn., Box 808.

Solicitor, with agency experience, wanted by magazine with national circulation. Excellent opportunity for hustler. Salary and commission. Box 885, care Printers' Ink.

Advertising man, consumer mail order experience, for manufacturer children's garments, central Northern city. State age, pay, married, experience. Address Box 857, care Printers' Ink.

Experienced, high-class copy writer, who can show results obtained through copy written for previous employers. Send complete information regarding record and salary expected to Box 870, care Printers' Ink.

POSITIONS WANTED

Somewhere there is opportunity for an unusually capable man of 26, experienced as ad man, editor and business manager. Executive or assistant. Box 872, care Printers' Ink.

An Eastern Advertising Representative for western trade or class publication. Twelve years experience. Best references and credentials as to character and ability. Box 874, c/o Printers' Ink.

Solicitor and advertising executive of wide, successful experience, favorable acquaintance in New York City and throughout Eastern territory, including New England, now engaged, would change for 1916, right opportunity offering; highest credentials; correspondence strictly confidential. Box 859, P. I.

Technical Copyman

Three years chief copy and plan man, building, industrial, hardware papers. Sound analyst, prolific in ideas, readable, believable style. Hard worker. Excellent record. Age 27, wholesome personality, engineering education, six years' experience investigator, reporter, salesman, copy writer. Box 843, P. I.

Sales Manager will consider change. 34 years of age, college education, married, 10 years' experience as salesman, sales engineer, branch manager and sales manager in best American organizations in machinery lines. Familiar with up-to-date sales methods, some knowledge advertising, hard worker, good executive, result-getter. Reached limit in present position only reason for wanting to leave. Box 879, care Printers' Ink.

Position wanted as House Organ editor, sales manager or adv. mgr. or to take charge of a mail-order dept. by Geo. Walker, editor "The Guinea Pig," two years chairman House Organ Department A. A. C. of W. Address Missouri Athletic Association, St. Louis, Mo.

Sales correspondent (25) with seven years business experience, four years with wholesale clothing concern, will be glad to entertain any proposition where hard work coupled with ability will win advancement. Box 871, care Printers' Ink.

Young man (25). Good correspondent (practical experience). Writes form and follow-up letters that hit the bull's-eye. Graduate I. C. S. School of Advertising. College two years. Earnest, conscientious, enthusiastic. Reasonable salary. Will consider connection with reliable firm only. Box 881, care Printers' Ink.

ADVERTISING MAN

Wants connection in progressive concern. Experience in all phases of advertising—magazine work, dealer co-operation, house organs, printing, art work, getting results from salesmen, catalogues, service work, etc. Exceptional direct mail experience. Box 875, care Printers' Ink.

Just the Young Man You May Want

Now managing $150,000 mail-order business. Considering change because business is not permanent. Previous experience covers traveling as salesman, sales correspondence, dept. management, and trade paper office direction. Good education. A-1 recommendations from present and past employers. Harvey Ramsey, Leipsic, Ohio.

I HAVE TRAINED SALESMEN. I have successfully filled the position of Advertising Mgr. of a concern with international distribution. I have a technical education in Electricity and Chemistry that will make me doubly valuable to any manufacturer. I want a chance to demonstrate the fact that I can EARN $5,000 for an employer who demands loyal, tireless, efficient service. Box 856, care Printers' Ink.

SALES EXECUTIVE

At present employed as Assistant General Manager in charge of sales of the largest manufacturing concern of its kind in the world, desires to make a change on January 1st for reasons which can be fully explained.

Previous connection began as salesman in the employ of a large manufacturing company with an international reputation, promoted to District Manager, General Sales and Advertising Manager and General Manager.

A record of achievements that speaks for itself, and credentials from some of the country's biggest business men who are well acquainted with results.

Correspondence solicited in confidence with those who can use the services of an executive with a proven record of accomplishments.

Box 880, care Printers' Ink.

Advertising Manager with fifteen years notable experience in Mechanical, Machinery, Specialty, Adv. Agency fields, open to engagement. Has originality, initiative, keen grasp sales promotion. Forceful, logical, convincing writer. Knowledge of intensive merchandising methods. Expert planning and executing selling campaigns. Splendidly equipped to make good in large way. Box 877, care Printers' Ink.

TO THE FIRM IN NEED

of a successful salesman or sales manager, with a broad mechanical training. First aid to the vice-president of one company and to the president of another. Consistently overselling the output of a manufacturer this year. "Conscientious, hard working, efficient. We can highly recommend him," say his employers. Box 876, c/o Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

We know of a publishing business in New York which is making rapid growth, which can be bought at a reasonable price. It would take $25,000 cash, the remainder could be paid over a period of years, and the owner would give his influence in handling the business. Harris-Dibble Company, 171 Madison Avenue, New York.

A PATRIOT AND HIS PRINTERS' INK

FROM "somewhere in France," this son of the Republic writes us, "I shall not need my dear PRINTERS' INK now, but when I come back, if I ever do, you may rest assured it will be to number myself as one of your devoted readers."

Entirely human—isn't it?

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1915, 70,116; Sunday, 51,365. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Augusta, Me., Kennebec Journal, dy. av. 1914, 11,763. Largest and best cir. in Cent. Me.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Nov., 1915, 74,071 daily; 65,432 Sunday. The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dolars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,055 gross. 75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily **Tribune, 109,957; Sunday Tribune 155,144.**

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; **Enquirer,** ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Liecty. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Oct., 1915, 134,978 daily; Sun., 166,411.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (⊙⊙) Sun., 33,018. (⊙⊙) **The Evening Bulletin,** 48,772 ave. net paid for '14.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (⊙⊙) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (⊙⊙) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (⊙⊙) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (⊙⊙) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (⊙⊙) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (⊙⊙) DISPATCH (⊙⊙)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (⊙⊙) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (⊙⊙) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both **quality** and **quantity** tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Ev'ng Wisconsin (⊙⊙) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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A Newspaper's Standing

with the *retail stores* in its community is a most important factor in the success of an advertising campaign carried on in that newspaper.

Over 2,000 high class grocery stores and drug stores in Chicago have hung *The Chicago Tribune sign,* reproduced above, in their store windows, because they respect The Tribune, know The Tribune's power in stimulating sales, and are glad to co-operate with The Tribune in merchandising campaigns.

If you have a meritorious product that is sold through grocery stores or drug stores, these 2,000 stores and more will back up your campaign in The Tribune, through these signs hanging in their windows.

Not only that, but *The Chicago Tribune's Merchandising Department* is ready to give you very valuable assistance—practical dollars-and-cents assistance based on actual experience and on detailed retailer and consumer information secured—not merely in planning your *advertising,* but in laying out your whole scheme of *merchandising* and *sales effort* in this territory.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday / 300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

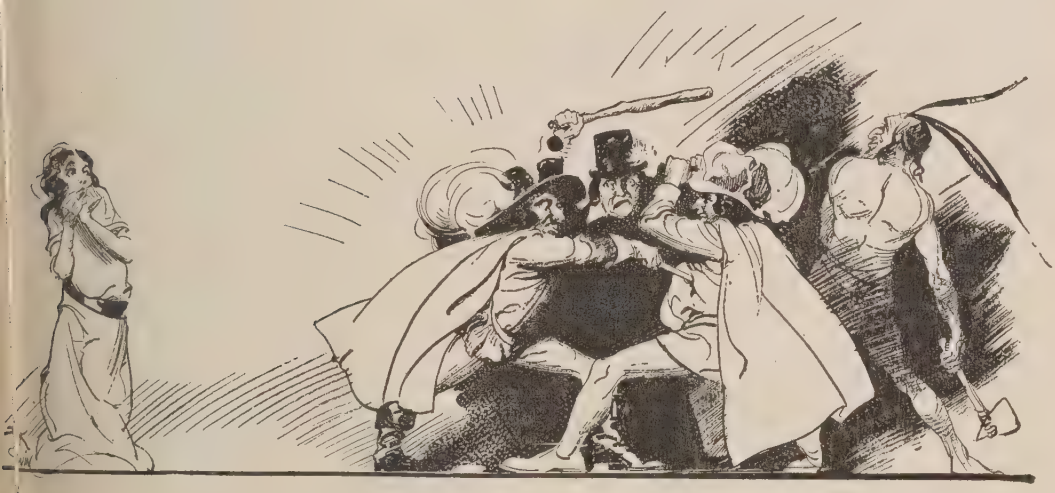
PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIII — NEW YORK, DECEMBER 16, 1915 — No. 11



The Beautiful Sister

Pot of gold at the end of the rnbow—will-o'-the-wisp to lure nn on—such it seems was the Eautiful Sister, until very recent yrs. Born to the civilized world o an Easter Sunday morning, she ws named by the beauty-loving Sniards who discovered her, "orida, The Land of Flowers."

ike Helen of Troy, Florida's fal gift of beauty drove men mi with the desire for possessin. For centuries nation fought wn nation to establish a claim, ar it was not until after she felt th great, rending tragedy of brher fighting brother in the Cil War that Florida learned to knw peace.

er bitter warfare over, she to up her share of the family reonsibilities and has ever since coributed in generous measure to he needs of her sister States.

proof, witness how every other State in the Union gathers up her tired and disheartened sons of toil, and pours them by boatload and trainload into Florida's waiting arms.

Florida does not need to be commercial. She is beautiful and her days are filled to the brim with the business of making the most of her beauty for the greatest good to the greatest number.

To that end she has concealed her scars and, helped by the mellowing hand of Time, her grim forts are romantic vine-clad landmarks; gray convents have become hospitable inns and lively barracks; forbidding official palaces have been transformed into picturesque government buildings, and her bare sea wall has blossomed into a popular promenade. She has built wonderful roads in all directions, drained swamps, cultivated orchards, tilled the soil and developed fair cities.

(*The Ayer & Son advertisement is continued on page 93*)

Boston
St. Louis
San Francisco

The total population of these three grea cities would make less than *one day'* traffic on the Subway and Elevated sys tems of New York.

This comparison helps you to visualize the vastness our traffic figures, but it should be remembered th there is a distinct difference in Quality between *populati* and *traffic*. The latter includes no infants nor invali but is composed almost entirely of active, earnir, spending people.

To reach in *one* medium a *buying* population of nea TWO MILLIONS *daily*, massed in a limited area p mitting convenient and economical distribution, prese an advertising proposition ideal in all its conditions.

The rate for car card space in the Subway and Elevate is remarkably low; 2½c per 1000 circulation for space 11 x 21 inches in full colors. Compare this rate with that of ny other medium or group of mediums and you will see *on* of the reasons why many of America's leading advertisers lve used this service continuously for from ten to thirty years.

We have exclusive control of the Card and Poster Space on the Subway a Elevated Lines of New York and are Sole Agents for the N.Y. & Queens Co. F

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square **New Yorl**

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XCIII NEW YORK, DECEMBER 16, 1915 No. 11

Likly's 70 Per Cent Distribution Won Against Private Brands

Standardized Goods, Advertising, a Broad Guarantee and Intimate Work with Dealers All Played Their Part

Based upon an Authorized Interview by R. E. Dildine with

John A. Williams

Sales Mgr., Henry Likly & Co., Rochester, N. Y.

FROM 800 dealers to 70 per cent national distribution—that in nutshell is the story of Likly aggage. How it was done is an structive story. Few manufacrers of staple merchandise have ced and mastered a worse comnation of reactionary trade contions than Henry Likly & Co., e makers.

This business is 73 years old, t as late as 1903 the concern d established practically no *conmer* good will. Its merchandise, tough of recognized standing for iability in trade circles, carried mark of identification that incated the source of production. Distribution was limited to out 800 dealers in a somewhat aller number of cities, and, reover, it lacked one important ement of stability. Repeat busins was subject to the whim of t retailer and the influence of siderable cut-throat competition wich ignored the ethics of standaized quality or prices.

All of which is not to say that th business had been unsuccessful u to that time. The concern had, in fact, grown in a stolid way st by step for over half a centu. Its development and its inent strength was, however, in th producing end. The company ha stuck to ideals of production ar won out on them—up to a cein point. Then the going bega to get heavy and it was finally deded to make some radical changes in selling methods to insure the future growth and good will of the business. A fundamental factor of the new sales policy was a campaign of national advertising to consumers.

To-day a corps of 20 salesmen work subdivided territories that were once covered by five men, and each member of the present force is getting more business in one-fifth of a territory than one man formerly produced in all of it. And the company now sells only trade-marked merchandise.

According to trade statistics there are approximately 18,000 retailers that carry luggage in United States towns of 1,000 population and over. Over 12,000, or about 70 per cent, of these dealers now sell "Likly Luggage."

CONSUMER ADVERTISING RESPONSIBLE FOR DEVELOPMENT

As many dealers in towns of 5,000 population and less are exclusive agents for the line, these figures indicate a very thorough distribution. It was the consumer advertising that uncovered the great opportunity for market expansion that had existed for the company's products, in addition to being an important factor in its realization.

The Likly business was born in a few rooms in 1844 and grew to factory size in 1883.

The original idea was to make a high-grade line of trunks only, for

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the exclusive trunk stores in large cities. As the business developed the company found that this field had its limitations. The selling expense seemed excessive. The volume of business to be secured on trunks alone did not justify the necessary traveling expense involved by long jumps and comparatively few customers, so in 1895 leather bags and suitcases were added to the line.

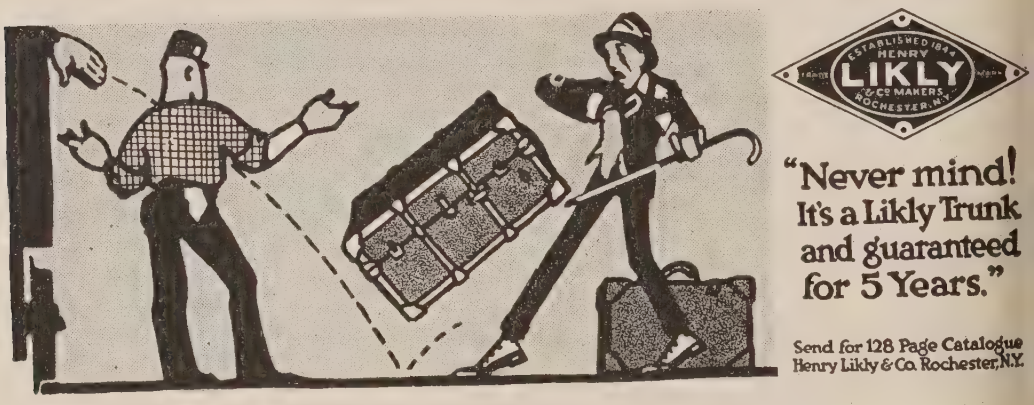
The company has for years maintained one retail store in Rochester, N. Y., its home town.

About 12 years ago a resident of Rochester made a visit to New York to spend some of his surplus cash. While there he bought, among other things, a new trunk—a better one, he thought, than he could obtain at home. When the trunk was delivered he discovered a broken attachment, so he sent it to the local store for repairs.

Later he called at the store in person and happened to meet Henry Likly. As the latter evinced an interest in the trunk he was told that it had been purchased in New York at a price of $75. The man's pride in his purchase took a sudden fall when he learned that he had bought a Likly trunk that cost $28 wholesale and usually sold for $45 retail. Mr. Likly was shocked also, but in a quite different way. That incident was like the shot that echoed around the world. It emphasized one serious problem of distribution in a way that goaded the company to aggressive action. It fired the imagination of Henry Likly and started a campaign that has revolutionized the system of distribution in the trunk and bag trade in this country.

Long before this the company had found cause for dissatisfaction with trade conditions in the trunk and bag industry. It was realized that in spite of the fact that the business was growing and showing a current increase in profits, the company's merchandise had no identity. There was no corresponding development of good will. Instead, others were building up a reputation on the Likly products.

The advertising policy was inaugurated by setting aside a small percentage of sales as an investment in consumer good will.



WHIMSICAL COPY LIKE THIS HAS BEEN A FEATURE

The first appropriation was spe in a few mediums of national ci culation. Initial results came fro an unexpected quarter. Numero inquiries were received from sma cities and towns where the con pany had no distribution. An i vestigation disclosed the fact th small-town dealers were not carr ing the better grades of lugga that their trade wanted. An anal sis of this situation presented big new field for market develo ment that changed the course the business materially.

The requirements of the sma town trade were studied and t line was enlarged considerably cover the demand in all grad To-day the Likly company ma luggage to meet every requirem of dealers in both low- and hi priced merchandise. Certain sta ards of quality and workmans are, however, maintained throu out the line.

One of the important reas

"F. O. B. Detroit"
The Romance of the Wonder City of the Magic Motor
A significant article describing the industrial developments which have made Detroit known the world over.
"The Supremacy of the American Automobile"
The eighth of a series of constructive reviews of American manufacturing activities presented in the Department of Industrial Progress.
Both articles will appear in the December 22 issue of
The Outlook
A Periodical of Progress
381 Fourth Ave., New York

behind the advertising was to establish the Likly trade-mark, because up to that time most trunk dealers had posed as manufacturers.

This proved a difficult task, especially in the large cities.

The issue was not forced at first, but progress was so slow in certain quarters that the company soon decided to take a definite stand. This occurred over a year after the advertising started. Trying days followed immediately after this policy became effective. Some big accounts were lost, and it required some nerve for the company to maintain the courage of its convictions. They stuck to their guns, however, and eventually got back practically every lost account. Moreover, in nearly every case the business was of a larger volume than ever before.

One large New York department store stood out for six years, but finally came back into the fold.

In this connection the Likly company views its experience with department stores as tangible evidence that big merchants of the better class are getting away from price competition and looking with increasing favor on standard trade-marked merchandise of known value.

Now there is no difficulty whatever in regard to the standing of the trade-mark with the trade. Dealers generally have, in fact, come to consider it as something they can trade on profitably.

This, however, is only one of many problems that consumer advertising has helped to solve.

A BRASS-TACKS PIECE OF NATIONAL COPY

GOOD AND BAD COMPETITION

The company has had plenty of competition. At least two other representative concerns have developed along lines that included an appeal for consumer good will through national advertising. There was room in the field for constructive and intelligent competition based on sound merchandising principles. The company has viewed such effort with a friendly attitude, but there has been another sort of competition that caused a good deal of trouble. This was, to a large extent, a trade condition, the result of indiscriminate trade practices of a former generation.

There was no standard of value and for years the Likly company was the only concern that printed a catalogue with fixed prices. Other houses juggled prices and made quotations and terms to competitive conditions in individual cases.

and now— Cigars

WE have *ideas incubating* for the promotion of a cigar—a cigarette—a smoking tobacco—which we believe will prove mighty interesting to the manufacturer who has an appreciative eye on Big Distribution and Demand.

The advertising-and-sales ability that has put over historic successes in the tobacco-products field is available in this organization.

Emphatically, our methods are not along the ruts of precedent. We do not advocate climbing on the band-wagon of another chap's success—nor trying to repeat the plans of yesteryear.

If originality, plus sane and practical sales-knowledge and ability, appeals to you—if you are willing to accept a fresh viewpoint and good, hard, consistent, co-operative work—the Nichols-Finn organization offers a service of real value to you.

Some cigar and tobacco man is going to avail himself of Nichols-Finn service, to his substantial profit, in 1916. It may as well be you.

Come in, and let's hold council. Or we will call upon you if you prefer. Write—

NICHOLS-FINN
ADVERTISING COMPANY
22 SOUTH STATE ST., CHICAGO
200 FIFTH AVENUE, NEW YORK

MERCHANDISING NICHOLS FINN ADVERTISING

Then this class of merchandise offered considerable opportunity for misrepresentation in values, especially in bags. The product could be cheapened in many ways that would deceive consumers and also most buyers until the inferior quality was demonstrated by use.

The Likly company had determined to maintain quality and in doing so found it impossible to meet all competition on a price basis.

This problem finally inspired the Likly guarantee, which has been a very important factor in creating both dealer and consumer confidence in the line.

IMPORTANCE OF GUARANTEE IN ADVERTISING

It was adopted about three years ago and at first applied only to hand luggage. It was a radical step, and the company thought about it a good while before taking the plunge.

John A. Williams, the sales manager, who was a strong advocate of the guarantee policy, spent considerable time in working out a practical plan of operation. He says: "We wanted to prove to the trade in a conclusive and striking way that the first cost of a bag isn't the final cost—that by paying for quality it is possible to get better service—that service would demonstrate the higher-priced article to be cheaper in the end.

"We made an investigation and collected considerable data, which, when analyzed, showed that the life of the average bag sold by the trade was three years.

"We studied our own product and devised methods of reinforcement to such good effect that we felt able to guarantee our bags for five years.

"The guarantee idea was not new. We knew that it had been tried in some other lines—that in some instances it had invited trouble and proved disastrous.

"It had never been tried in our line and there was a certain element of chance as to how it would work out. We considered the matter from all angles and tried to profit by the experience and mistakes of others.

"There are really just two points to consider in making a guarantee effective. First, it should be simple, definite and absolute so the consumer knows just what to expect—and then, of course, it should be broad enough to make it attractive. Many guarantees are too leaky to hold much confidence. They are too involved and restricted—too much red tape for both consumers and dealers.

"Second, the terms of a guarantee should not exceed the ability of the manufacturer to live up to it.

"When we adopted the guarantee it was applied to every item in our line of hand luggage."

It is issued in the form of a small red tag attached to each piece of merchandise when it leaves the factory. The face of this tag contains the text in four lines of gothic type over the company's signature and address. It says: *"This piece of luggage is made from the best selected materials by skilled workmen. It is positively guaranteed for a period of five years from date of sale against defects in material or workmanship."* On the lower half of the tag is a blank form to be filled out by the dealer, showing the style, size, stock number and price of the article; the dealer's name and address and the date of sale. A serial factory number also appears on the lower edge of the card.

The reverse side of the tag contains a few words of caution against misuse and instructions for presenting claims. The text is as follows: *"This is a piece of hand luggage. We are not responsible for injuries caused by railroad checking, cuts from sharp surfaces, burns or stains from heat, acids or liquids of any kind. Should any part wear out or be broken in honest service before the end of five years from date of purchase, send to us, prepaid together with this guarantee tag and we will either put it in first class condition or replace with a new one."*

Note that the guarantee is not

THE PACKARD
Twin-Six Car
and the Packard
Motor Truck are
advertised by
the CHELTENHAM
Advertising
Agency

11 EAST 36TH STREET
NEW YORK

the dealer's, nor does it bind him in any way. No affidavits or explanations are required of the consumer.

TRUNK GUARANTEE A BROAD ONE

After a year's trial the guarantee on hand luggage proved so effective as a selling argument that the company decided to apply it to trunks also, although the risk was much greater, owing to the hard usage that they receive.

The tag used on trunks is similar to that on the luggage, except for a slight difference in the text. It is really broader in its application than that applied to bags, as no reservations of any character are made. It applies to *"all* breakage of woodwork or metal parts." In making claims on trunks the purchaser is asked to write the company, the latter agreeing to "arrange to repair promptly the trunk or replace it with a new one." The writer was told that the comebacks from these guarantees have been such a small percentage of the sales that they are not worth considering—in fact, such claims have been no greater than before the guarantee was used.

The company has used three mediums of consumer publicity—magazines, street-cars and booklets.

In addition, many dealers have been pursuaded to use cuts and copy, furnished by the company, in local newspapers.

The initial object of the general publicity was to establish the trade-mark and create quality standards in the minds of consumers. The execution was seasonable, copy on hand luggage being used in the fall up to the holidays. Trunks were featured in the spring. More recently both lines have at times been exploited in the same ad. Altogether about 12 magazines have been used, the size of the copy being usually full pages.

Since the guarantee became a feature of the sales policy it has naturally become the dominant note of the publicity.

One series of ads featured the guarantee by illustrations that pictured vividly the variety of hard usage that a trunk is heir to in the course of its career.

An effective slogan was devised to use in connection with these illustrations. It says: "Never mind! It's a Likly Trunk and guaranteed for five years." Another slogan used in connection with the trade-mark emphasizes the fact that "Likly Luggage asks no favors of the baggage-man."

The more recent magazine ads feature the guarantee, but also contain illustrations and rather complete descriptions of several specific styles of trunks and bags with price quotations, the make-up being somewhat similar to department-store ads. Consumers are also invited to send for a catalogue of 128 pages that contains illustrations and descriptions of the entire line.

Each year the company conducts a booklet campaign direct to consumers, using lists of names furnished by dealers. This is only one feature of a rather intensive dealer service that the company inaugurated about five years ago.

It is not many years ago that dealers bought all trunks and bags in advance, and the goods were made up on special orders.

INTIMATE TOUCH WITH DEALERS

In its campaign of market development the Likly company soon saw an opportunity to win greater dealer good will and co-operation by a stock service. This has been developed to a point where now every article that the company catalogues is carried in stock ready for immediate delivery. In this connection the company operates a steady and persistent mail campaign to dealers. Some kind of trade literature is sent to customers every two weeks and to prospective customers every four weeks the year around.

In towns of 5,000 population or less dealers are granted exclusive sale of the line providing they will concentrate sales effort on it. No pressure is used to force retailers into line in that respect. Such arrangements are entirely optional with the dealer. Th

(*Continued on page 51*)

How a Woman Built a Million-Dollar Chain of Stores

The Good Will Alone Recently Sold for $100,000

By Bryant Venable

THE advertising manager of a great newspaper stood, hat in hand, waiting for the decision of a little wisp of a woman who sat before her huge roll-top desk scrutinizing the proof sheets of some quarter-page ads that lay before her.

Finally the little woman looked up with a twinkle in her eyes and a smile on her lips: "Fine! Splendid! Go ahead with the campaign and encourage them to take big space and frequent insertions. The more advertising there is behind the retail drug business the more drugs we will all sell and the more money we will all make. I guess the Dow Stores can manage to get their full share."

This was characteristic of Miss Cora Dow, the originator of the famous Dow Chain Drug Stores in Cincinnati, which have recently been sold for almost a million dollars, the good will alone having been valued at an even hundred thousand dollars for many years. Miss Dow was the only large retail druggist in Cincinnati advertising in the daily papers in a big way. She practically dominated the local drug market until a number of independent druggists got together in a co-operative buying and advertising scheme whereby they hoped to compete on more favorable conditions with the little woman who owned and operated eleven of the finest stores of their kind in the United States.

But Miss Dow's advertising account was a sure thing with the publishers. It ran into big figures every month, the pay was certain and prompt. A customer like this was not to be found every day, and her good will certainly merited great consideration on the part of the newspapers. So, when an enterprising solicitor conceived the bright idea of bringing 40 odd retailers together with the avowed purpose of entering on an advertising campaign the principal incentive of which was more favorable competition with the Dow Stores, the advertising manager thought twice before placing his official O. K. on the advance proof sheets which were to be used by the solicitor in going about his task.

Thus it was that the plan in its entirety was submitted to Miss Dow for approval or rejection before being put up to the men who were to become her active advertising competitors. Her reply gives the keynote of her entire business career. She was one of those rare individuals to whom *competition* was in reality the *life* of trade. To her, all people who were engaged in a common line of commercial activity were to be regarded as having a common set of interests and therefore whatever was of benefit to one was of benefit to all.

MISS DOW'S DRUGGIST TRAINING

The story of her career, which has just been terminated by her untimely death, is one of the real romances of modern merchandising. The daughter of an old-school drug storekeeper located in a poor section of a great city, Cora Dow was brought up in an atmosphere redolent of all the odors of the sick room and suggestive of pills, powders and prescriptions.

In her early childhood she learned to wash bottles, sweep the floors, keep the books and run errands. While not engaged in any of these interesting occupations she managed to find time to study music, art and the mysteries of her father's materia medica.

The death of her father when she was only 18 years old left her with the responsibilities of the family breadwinner. A year later she was graduated from the College of Pharmacy at the head of

a large class, the first woman to become a licensed pharmacist in the State of Ohio.

Miss Dow early appreciated the value of advertising. She realized that the little, dingy apothecary shop of her father had never drawn business from any but the immediate neighborhood in which it was located and that

A REPRESENTATIVE DOW AD

this neighborhood could never become a source of anything more than the most meager livelihood. She must do something to make her store more attractive and then do something else to make a larger number of people know about it.

Her own delicate sensibilities told her that the apothecary shop of her father was not a place to which people would be likely to come for any other purpose than that of securing a dose of medicine or having a prescription filled. So she began her work of business development by re-arranging her small stock in such a manner as to make the store look bright and cheerful. Everything that was ugly was hidden out of sight and everything that was attractive was placed where it would do the most good.

Her windows were her first advertisements, and until the end of her busy life she made it a matter of pride to utilize her show windows to the utmost limit of their advertising possibilities.

At the outset she banished the old "red and blue lights" that were in that day the designating marks of the druggist's shop as certainly as the striped pole of today is the trade mark of the barber shop.

GOT AWAY FROM "APOTHECARY SHOP" IDEA

Everything that could be suggestive of sickness and gloom was banished from her windows and in their places were displayed such articles of toilet goods and miscellany as her limited stock could boast. After the lapse of 30 years it would be impossible to state just what it was that made her windows attract the favorable attention of the public so soon after the little miss had taken charge of her father's shop, but the fact remains. Her windows, draped by her own deft fingers, did command this attention. The thin stream of trade that flowed into her door became larger; strange faces began to appear before her counter; people who had never noticed the old-fashioned drug store as they passed it day after day and year after year, began to drop in for small purchases, and the proportion of cash sales increased while the burden of credit accounts became lighter.

With this encouragement the young business woman looked about her for another location on

a better street. She found it and opened her second store. Her pluck and energy had won the admiration of some of the big business men of her city and when she needed banking credit on which to depend for the means of fitting up her new store she turned to one of the most influential business men of the city and secured his backing.

SUCCESS JUSTIFIED HER METHODS

The second Dow Drug Store was regarded by a skeptical business public as an experiment, if not an actual gamble because it was a radical departure from all local traditions in the retail drug industry. The doubting Thomases wagged their heads and predicted a speedy collapse, arguing that there were not sufficient possibilities for profit in the pill-dispensing business to pay a fair rate of interest on such an investment as was represented by her fixtures and to meet the enormous rental for a store in the very heart of the shopping district.

Nothing daunted by the howling of the calamity criers, Miss Dow went ahead with her plan on original and daring lines. She installed fixtures of white marble and onyx embellished with genuine Tiffany glass in exquisite coloring. Rookwood tiling and decoration have been used with lavish hand in her later stores.

The Dow Stores, with only two or three exceptions, have all been corner stores. Their show windows, beautifully appointed and illuminated, are utilized to the limit of their possibilities as advertising mediums with practically no waste circulation, because Dow windows always display goods of wide variety, calculated to appeal to the multitudes. Prices, marked in plain figures, make their own appeal.

Every employee is imbued with the Dow code of business ethics and policy. One of the basic facts in Dow store policy is the fact that the customer is always right, even in such matters as the pronunciation of difficult medical terms.

For example, if the customer asks a Dow clerk for a quarter's worth of *Asperin* powders, placing the accent on the final syllable and making it rhyme with *gasoline*, the clerk will not reply: "Yes, ma'am, you want *As'*perin powders" with the accent where it belongs. This is a supreme test of good manners, as everybody knows the temptation that always besets one to display one's superior erudition, but too few sales people realize the unpleasant psychological effect that such implied superiority leaves on the customer. It is for this reason that you can complain of your *newralega* to a Dow clerk without fear of the implied rebuke conveyed by his softly murmured *"neuralgia."*

The Dow Stores have always been cut-rate drug stores and therefore subject to the severest criticism from manufacturers of proprietary articles of which the makers attempted to fix the resale prices and from local competitors who were made to feel the depressing effect of low price competition. Yet, while standing fast for her right to buy wherever she could buy at the best price and to sell at whatever price she considered satisfactory to herself, she fought a winning fight both in the courts and in the arena of competitive struggle. And she always fought fair. Her death was sincerely mourned by the very merchants who, a few years ago, looked on her as their bitterest enemy.

As her business grew, this remarkable woman opened new stores in the most desirable locations in the city. At the time of her death these stores numbered eleven. She became her own jobber and operated her wholesale warehouse from which she supplied all her stores Yet she never became a jobber in the ordinary sense of the word. And thereby hangs a tale.

Some years ago Miss Dow became involved in a bitter controversy with the manufacturers of some of the best advertised proprietary drugs on the market. She refused to maintain the resale prices fixed by the manufacturers and they, in turn, refused to sell her or to sell any jobber who

(*Continued on page 106*)

IF YOU take a glance at the December issue of PICTORIAL REVIEW you will find—

That it has an eight page four color editorial section, which, from an artistic standpoint is perhaps the most beautiful work that has ever been done by a woman's publication. The cost of this eight page color section is close to $25,000. You will find in this edition, sixteen other pages in colors. You will also find a story by Sir Gilbert Parker, which alone cost $25,000.

You will find that this edition is bound in a new way—only one other woman's magazine using this expensive method of binding.

There are other features in this edition, but I call attention to these few, just to give an example of the kind of a magazine we are publishing.

Our circulation has now reached 1,200,000 copies per month, although our rate is still based on one million.

President & Publisher

The February issue which has just closed, will have an advertising revenue of over $50,000.00 more than the same issue of 1915

Advertising Director

Why should anybody argue with the railroads, which generally can't find enough cars to haul the crops, that farmers have the money wherewith to travel?

———————

Of course, when the railroads begin advertising to country people, we might have a stray suggestion as to copy. But nobody needs any suggestion as to choosing the first medium, The Farm Journal, the only farm paper with over a million circulation. April closes March 5th.

Dominating the Campaign with the Big Advertising Idea

Let Each Piece of Copy Show an Association with This Idea in Some Way

By James D. Adams

I HEARD an advertising man say the other day that it took $100,000 to buy into the New York market. Impressive-sounding flap-doodle like that is one of the reasons why limousines are not unknown to a certain type of advertising man.

The New York market, or any other market, is not to be won with $100,000 or with a million; it will yield only to an *idea.*

A market means a number of people who are able to buy goods. These people have minds. Said minds decide what goods are to be bought. Therefore, the only force which can influence the buying of goods must operate directly on the mind of an individual.

Now I am not pretending to any deep understanding of the human mind; in fact, I am not going to use anywhere in this article that misspelled word you are expecting me to drag in in the usual smug way. But I ought to be able to get by with this simple statement: the only thing that can get into the mind is an idea. That's the way a mind works.

John D. Rockefeller couldn't get his shoes shined without first crowding into somebody's mind the idea that they needed it.

Let us clarify this abstruse thought with an illustration. We will imagine that to-morrow every store window in New York is filled with a curious little device which no one ever saw before. It bears the name "Joco" (obviously derived from Jones & Co.). Posters, street cars, newspapers and magazines blazon forth the phrase, "Buy Joco."

There goes your hundred thousand dollars.

Does anyone buy Joco? Cerainly not. In desperation, Jones & Co. demand an investigation. It is made. A canvass of 1,000 representative housewives discloses the startling fact that no one knows what Joco is for. Game to the core, Jones & Co. dip down for another $100,000 and tell the people that Joco Beats Eggs. Ah! at last, an idea! Joco, the machine, could not enter the mind, but the *idea*—"Joco Beats Eggs"—could.

Let us further assume that Joco is the first egg-beater ever made. Our whole advertising problem, therefore, is to plant in the mind of every woman in New York the idea, "Joco Beats Eggs." It is conceivable that under such ideal advertising conditions, a hundred dollars' worth of paper window cards would do the trick or that the idea would spread by mere word of mouth.

THE CRITICAL TASK IN ADVERTISING

But fortunately for those of us who make a living from it, advertising is rarely as simple as that. The most difficult and critical task in advertising is to find the big idea which we want the consumer to associate with the goods. The trouble results from the multiplicity of ideas from which to select.

For example, take Clicquot Club Ginger Ale. Shall we concentrate on Purity, Cleanliness, Taste, Quality of Water, Healthfulness, Hospitality? These are all plausible—but let us dig deeper. Why does a person want a drink? Because he is thirsty. What is the essential quality of a thirst destroyer? Coldness! This simple line of reasoning resulted in subordinating the perfectly good and desirable ideas listed above and concentrating the whole force of the Clicquot campaign to create in everyone's mind an association between Clicquot Club ginger ale and coldness. Each advertisement

is dominated by an Esquimo Kid buried in furs. Icebergs are introduced. The text dwells repeatedly on coldness. When regular people are shown they are always in the grip of a great thirst, induced by tennis, baseball, salty sea breezes, dancing. They rush toward the Esquimo Boy for relief. Thirst, coldness, Clicquot—that is the association of ideas which is giving Clicquot a national distribution and tremendous growth.

Take another example—Hamilton watch. Now the Hamilton is a very fine watch. An elegant watch. A wealthy man could neither desire nor buy anything better than a Hamilton. It is the sort of watch that would be selected for presentation to a retiring president of a corporation or to a baseball hero. There is much to say for its beauty, thinness, exquisite finish.

But—

What is the highest function of a watch?

To keep accurate time. What is it that best typifies accurate time? Railroading. How is it possible for a train to run on time? Because the conductor and engineer carry accurate watches.

There you have the big Hamilton idea. Its advertising associates the Hamilton with what—millionaires, impressive presentation scenes, elegantly dressed men and women? No. The Hamilton is associated with rough, sturdy engineers in oily overalls and grizzled conductors in uniforms, who in the fullest sense typify accurate time.

The Iver Johnson revolver offers an interesting instance in which it became advisable to subordinate one big idea in favor of another. The famous Hammer the Hammer Safety idea, was so successful as to free the Iver Johnson from the menace of competition. The chief advertising problem was no longer to establish an idea of superiority but to stimulate a greater demand for weapons of self defense, inasmuch as the Iver Johnson would profit more than any other weapon by such increase. In the new copy, the big idea was the ever-present menace of the criminal and the need of preparedness. The purpose was to make a man think of the Iver Johnson whenever he read of a burglary or hold-up,

AN ESQUIMO BOY IS USED HERE TO EXPRESS THE IDEA BACK OF THE COPY CAMPAIGN

and to become accustomed to the rude thought that it was his duty to defend his home and family, however grim the results.

This change of copy practically doubled the output of revolvers.

Analyze any of the big advertising successes and you will always find the big idea: Victrola—grand opera records; Royal Baking Powder—purity; Pebeco Tooth Paste—the danger of acid mouth; Porosknit Underwear—"Let the skin breathe."

WHY SOME CAMPAIGNS "HANG FIRE"

On the other hand, you will find that the campaigns which have always hung fire—that continue from year to year more because it has become a habit of the board of directors to vote the appropriation than because of any tangible results—the sort of campaign that is justified by such consoling vagaries as, "an investment for the future"; "general publicity"; "for the moral effect on our sales force"—you will find that such campaigns have either made no effort to establish an association between the goods and a major selling idea, or have been built around an inadequate idea. Some campaigns have been esthetic and beautiful when beauty was not the dominant quality of the goods; some have relied on a big display of the name, although merely recalling the name would influence no one to buy; some have drifted from one idea to another and have established none of them; some have been wrecked on the fallacy that advertising can perform the functions of a retail salesman.

There are lots of reasons why advertising sometimes fails but they all come into one group: the advertiser did not know what he was trying to do or tried to do the wrong thing.

There is one very general cause for the adoption of an inadequate idea and that is found in looking for said idea in the factory instead of in the habits and needs of the consumer.

An interesting case of this sort recently came within my own experience. The factory is probably the largest of the sort in the world. The personnel is far above the average in training and intelligence and because the leaders are men of vision and high ethical standards, this personnel is actuated by that irresistible force, industrial idealism. Under the driving power of a common purpose to make the goods better, they have recently achieved basic technical improvements in the process. To go through the factory and feel the enthusiasm of every man in it—his eyes brightening and his voice becoming eager as he tries to make you understand the fineness of his work—this is really a big experience. Under its influence, you exclaim, "Surely here is an advertising story." It took a whole day of cold, unemotional reasoning to arrive at the conclusion that, as is almost always the case, it was not the process that interests the consumer, but what the goods will do.

You cannot blame a factory man whose whole life, physical and spiritual, is encompassed by the walls of the great factory he has created, for believing that the public will be interested in and impressed by that factory and its marvelous processes; and yet the public does not care and can never be made to care. How many of the inhabitants of Detroit do you suppose have been through the Ford plant, except as they are attracted by a flat rate of five dollars per day?

Probably the most fascinating sight in New York is to see crackers made in the new Sunshine bakery. They do welcome quite a few visitors in the course of a year, probably as many as crowd into a single performance of the Strand Moving Picture Theatre.

Paper mills, machine shops, rolling mills, are all intensely interesting, but the public does not care.

Now if a person won't take the trouble to go through such a plant at his back-door, certainly he won't read an advertisement which tells about it. Yet in the course of a year millions of dollars are spent in advertising factory processes. I believe that every ad-

vertiser harbors a more or less concealed purpose some day to work a photograph of his factory into an advertisement.

Another serious mistake which is constantly being made is to produce oppressively beautiful advertisements. When the big, dominant impression imparted by an advertisement is beauty, then all you have accomplished is to create an association between the goods and the idea of beauty. That is of course exactly the right association for silverware, face creams, silk hosiery and the like, but beauty is not a factor in selling food products, kitchen utensils or machinery. If the beauty of an advertisement makes a stronger impression than the big selling idea, it is a bad advertisement.

Likewise, if the advertisement impresses you as being extremely clever in copy or treatment, it is not good, for that very cleverness interferes with the true purpose of impressing a selling idea.

It is a safe rule that you can put across only one idea in one advertisement and it behooves both the man who is paying for it and the man who is paid to produce it to see that the big idea of an advertisement is the *right* idea.

Fair Play at Advertisers' Golf Tournament

It is announced that a player who takes a prize on one day's competition in the Pinehurst tournament of the Winter Golf League of Advertising Interests, to be held January 10 to 15, will not be permitted to take a prize on another day's competition. Winners of the best gross score in each competition will be designated as champions of their class.

The tournament committee is made up of Walter B. Lasher, Burridge D. Butler, Harry A. Thompson and William C. Freeman, chairman.

Applications for membership in the league may be addressed to F. L. E. Gauss, secretary, care of Sterling Gum Co., Long Island City, N. Y.

Geisler Leaves Chas. H. Fuller Company

F. W. Geisler, formerly with the Chas. H. Fuller Company, Chicago, has joined the Taylor-Critchfield-Clague organization of the same city. Previous to joining the Chas. H. Fuller Company, he was connected with N. W. Ayer & Son, of Philadelphia.

Chain Stores Small Factor in Grocery Field

Charles C. Parlin, of the Curtis Publishing Company, in an address to the Advertising Club of New York, last Thursday, gave a bird's-eye view of the investigation of food products which he made in the past two years. It was his opinion that the chain stores in the grocery field need not discourage manufacturers from appealing strongly to the consumer. Figures show that not more than five per cent of the grocery business is done by the chain stores. On the other hand, the small stores do in the aggregate the great volume of business. All of his researches tended to show that the consumer is still the arbiter of demand, and that the manufacturer who wins the consumer wins the market. Advertising in this field distinctly works against monopoly.

Within five years, Mr. Parlin said, there will be a 50 per cent increase in the sale of oranges and raisins and a marked advance in the output of apples in the Northwest.

Joint Demonstrations of Advertisers

Suggesting the advantages of co-operative demonstrations of non-conflicting lines, as a means of attracting the maximum attention to the store of the dealer where the demonstrations are being made, salesmen representing the National Biscuit Company, H. J. Heinz & Co. and the Norton-Curd Company, the latter a Louisville coffee-roasting establishment, made a joint demonstration of their products in the store of the Russellville, Ky., Grocery Company recently. An unusually large attendance was reported. The use of the three lines enabled those who visited the demonstration to enjoy practically a complete lunch, which of course was a factor in the success of the "stunt."

A Cavse of Vnrest

Vndovbtedly for everything there is an ample cavse; far be it from the likes of me to knock on natvre's laws. Bvt why do modern architects assvme that U is V, and carve in stone that palpable and bold absvrdity? The language vsed to be so poor, so terribly in debt that it covld not afford a U to grace the alphabet.

Bvt now that we possess the U with soft and graceful cvrve, of vnexcelled docility and willingness to serve, why do they carve Vnited States and Pvblic School and svch, and make the English langvage look as fvnny as the Dvtch, with Restavrant and Pvllman car and Vniversity and other marks of edvcational perversity?

That V impresses some of vs as cheap and gaudy bluff, which parvenves may pvll in place of more svbstantial stvff; bvt people who are fashioned ovt of vnpreteniovs dvst view all svch affectations with an vnassvmed disgvst. Svch exhibitions always make me very glvm and blve; now, honest injvn, don't they have the same effect on yov?

Very happy, thank you!

Eight weeks ago on this page we announced the marriage of "Coal Age" and "The Colliery Engineer."

How are they getting along? Fine! A most contented couple, thank you!

Everybody in the coal mining field, it seems, has given this union his approval.

For instance, here's Mr. Hess, an engineer of Clearfield, Penn., and a subscriber who says:

"I wish to be among the first to express my appreciation of the recent consolidation of 'COLLIERY ENGINEER' with 'COAL AGE.'

"The enlarged and improved paper I know will be of greater service to me as a mining engineer, and I believe that the coal industry, from both the operating and engineering standpoints, will be materially benefited."

From another viewpoint, Mr. Sanford of the Sanford-Day Iron Works, Knoxville, Tenn., and an advertiser writes:

"We had about made up our minds to double our magazine advertising and take an ad in Coal Age, for we really thought that Coal Age was getting to be the leader, and as the leader we must certainly appear in it. We are therefore very glad to learn that Coal Age has bought out The Colliery Engineer, so that (in our opinion) there is now only one coal paper instead of two, occupying the top seat of the coal mine circulation."

So you see if both subscriber and advertiser are pleased—oh, well, come on and join the happy family!

Send us your questions.

COAL AGE

With which is Consolidated **The Colliery Engineer**

e of the five Hill Engineering Weeklies, published at 10th Ave. and 36th S, New York City. The others are *The Engineering and Mining Journal, Engineering News, American Machinist,* and *Power.*

All Members of the A. B. C.

How to create sales to be managed

THE Mahin Merchandising Audit shows whethe or not you are utilizing *all* the connecting lin between your sales and your advertising- whether your advertising is doing *all* you have th right to *expect* it to do.

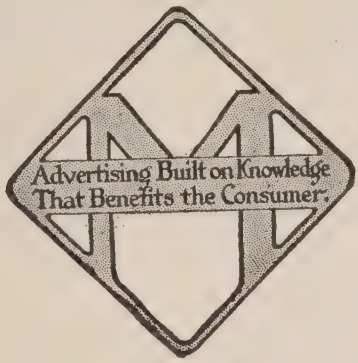
This Merchandising Audit is not a hypothetical gene alization; *it is necessarily an individual specia ized service.*

It shows how *your* sales-efforts may be bettered; shows how *your* advertising may be given prop direction; it shows where 100% of *your* market is. you have found only 90% of your market the Mah Merchandising Audit will discover the other 10%.

Because it is planned and executed specifically f your business—it takes the guesswork out of yo selling and advertising.

On request we will prepare, without charge, T Tests for Your Business.

We have no stock tests or stock questions, so we w



sk that you write us on your business stationery (or fill ut the coupon below and attach it to your letterhead).

'our own decision, after considering the Ten Tests 'ill determine whether or not a Mahin Merchandising .udit should be applied to your business.

Use the coupon below for the Ten Tests

'he Ten Tests we will prepare for your business, specially ad individually, will answer the question whether you can profitably use the Mahin Merchandising Audit or not.

'he Mahin Merchandising Audit, means the elimination of the expense of experimental work in sales-development; it means definite determination of sales-territories and sales-possibilities.

'he Ten Tests, which will be sent as soon as you return the Business Symptom blank sent in response to your request, will enable you instantly to decide the Merchandising Audit question for yourself.

NOTE—Should you wish any or all of the Mahin Booklets mentioned below, please check them by number.

1—Why the Agency?
2—The Four Epochs of Success
3—The Folly of Price Cutting
4—The Value of Analysis
5—Requisites of a Successful Salesman
6—Human Appeal in Copy
7—The Little Two-Cent Salesman
8—Putting the Buying Impulse into Copy
9—Text to Pure Reading Matter

Mahin Advertising Company
105 South Michigan Avenue, Chicago

SEND ME

The specially prepared "Business Symptom Blank"
with no obligation on my part

Name .....

Firm .....

Address.....

Here's A Good Resolution TELL 500,000 WOMEN About Your 1916 Output

¶ We guarantee you an audience with 500,000 enthusiastic Women-Who-Buy persistently of the most progressive retail merchants of America.

¶ Your advertising can be made every bit as interesting as the snappy stories and timely department matter which we are running each month in The Sperry Magazine.

¶ Of still further importance is the fact that your announcements in our columns have the "Double-Punch" of hearty co-operation on the part of our Retail Dealer-Distributors—all of whom advertise and feature The Sperry Magazine locally each month because it brings New Money to their counters.

¶ Some of this money should be spent for Your products during 1916.

Send To-day for Our Free Booklet
"CREATE THE BUYING IMPULSE"

THE SPERRY MAGAZINE

FOR THE WOMAN-WHO-BUYS

Two West Forty-fifth Street - New York
WILLIAM STARR BULLOCK, *Business Manager*

The "Eveready" Drive Which Speeded Up Results

How It Was Organized and Hitched to the Educational Campaign

RESULTS of a remarkable character are piling up, following a recent concentrated sales drive on Eveready Flashlights, back of which there is a story in sales development of interest to every producer who is striving for a broader market.

This drive was undertaken to give a sharp point to the educational campaign, begun early in the year, to make the public understand that flashlights were not merely a novelty but a household utility. Month by month the copy had been showing the various valuable uses of flashlights in the home, around the farm or in automobile travel. As fall drew near the company felt that the time had come to test the effects and to crystallize favorable sentiment into concrete sales. A bird's-eye view of the educational campaign was given in PRINTERS' INK earlier in the year.

The big net results of the drive may be summarized as follows:

1. Thousands of new distributing outlets.
2. Eighteen thousand five hundred dealer window displays.
3. Hundreds of good selling ideas from dealers.
4. A big increase in sales for the company.
5. Proportionate increases for jobber and retailers.
6. Thousands of new consumer users.
7. Substantial increase in interest and good will of the trade.
8. The whole organization enthused.

Such results do not just happen. They are the reward of well-laid plans and concentrated selling effort.

To reconstruct the sales problem it is necessary to review briefly the past history of the product, which, after passing through many vicissitudes, has finally found its market and become the basis of a large manufacturing enterprise.

The American Ever Ready Works is a unit of the National Carbon Company, a $17,000,000 corporation, which is an important factor in one branch of the electrical trade.

Conrad Hubert, vice-president of the concern, was one of the pioneers in developing the market for flashlights. When it first appeared this device was not taken very seriously by the trade or the public, which was inclined to view it as an entertaining novelty—something to play with. Producers were perhaps partly responsible. One ingenious inventor, for example, produced a stickpin with a minute incandescent lamp as a setting, which could be flashed by the aid of a wire connection with a small battery carried in a man's pocket.

Although the novelty appeal produced some business, it became evident, after a while, that the public's viewpoint had a decided tendency to restrict the market.

Mr. Hubert persisted in his faith in a big future for the flashlight as a utility when others said the limit of its market had been reached. Thus it was that the National Carbon Company has kept steadily at the task of building up a line of lighting devices that can be operated by dry batteries.

In April of this year a new and model plant, with eight acres of floor space, was opened in Long Island City to be used exclusively in producing Eveready products.

SHOWING FLASHLIGHT'S PRACTICAL USES

Having become thoroughly organized in the producing end, the company then turned its attention to the problems of distribution and market development. It adopted a new and more aggressive sales policy, an important feature of which was the investment of $100,000 in consumer publicity during the current year.

In January copy began to appear in some 30-odd mediums of national circulation and in the street cars of the Lake cities, the Northwest and of the Pacific Coast. The motive of this general campaign is to demonstrate the practical uses of the company's products. An analysis of the potential market has disclosed a field for sales expansion that is almost without limit, and improvements in manufacturing processes are continually adding to the stability and scope of this opportunity.

NATIONAL COPY DIRECTED ATTENTION TO THE DEALERS' WINDOWS

A glance at the line in its present state of development will illustrate this point. Most people are familiar with the ordinary hand types of flashlights. These are made in various styles and sizes, but may be classified in two groups—the tubular or round kind and the flat pocket type, which is similar in appearance to certain styles of cigarette-cases and matchboxes.

Few people, however, have a broad conception of the many ways in which these devices can be made a convenience and a utility. In its advertising copy the company is making a direct appeal on specific uses. The subject lends itself admirably to the element of human interest, which is being utilized in a very practical way to create the interest of every man, woman and child in nearly every occupation and station of life.

The slogan, "Don't Grope in the Dark," which has been hitched to the trade-mark in all of the publicity, epitomizes the selling appeal, but this is supplemented with direct applications in a hundred different ways.

The indoor uses are almost as numerous, and this basic idea is being impressed on the public by illustrations that depict specific uses in action. The element of safety is also featured strongly, both as a protection against accidents in dark places and as a safe light for dark places in the home.

Then a special appeal is made to whole classes of prospective users, such as automobile owners, sportsmen, boy scouts, tradesmen and mechanics. To men in all walks of life, the company says, "there is a flashlight to fit your needs."

For the farmer there are several lantern types, for the miner a coat-lapel or a cap-light, for the home a gas-lighter that requires no match, cigar-lighters, flashlight clocks, electric candles, reading-lamps and other novelties. Several of the devices mentioned are designed to give a sustained service that puts them into the class of regular lighting fixtures.

In addition to light devices, the Ever Ready Works produces dry batteries for all uses and di

ributes a special line of Mazda amps for use in its own products nd in automobile lights. In fact, hese articles are the backbone of he company's repeat business, and he volume of reorders depends argely on the distribution and use f the devices of which they are part. As the market development for safety razors has created steady and growing demand for lades, so does the use of flashlights consume batteries and lamps. Thus it is apparent that there a two-fold reason for an educational campaign.

For several years there has been growing appreciation among national advertisers that publicity, hether educational or strictly ompetitive, is dependent to a rge degree on effective distribution and dealer co-operation. It quite true that general campaigns have helped materially to eate these essential factors, but e process is apt to be a slow e unless some specific effort is rected to that end.

Eveready products have been on the market for a number of years. The distribution was good in the sense that they could be purchased in one or more stores in nearly all towns, but dealers were not interested in the line to the extent of pushing it aggressively—and, moreover, the company saw an opportunity to increase greatly the units of distribution.

The special sales drive referred to in the first part of this story was conceived to create a maximum number of retail outlets and to secure the active co-operation of jobbers and dealers.

The plan was really an adaptation of the sales-week idea that has been used so effectively by several well-known houses. The fact that this plan has had many followers and some without marked results, has led to the conclusion in some quarters that its early success was due to the novelty of the idea and that its punch would grow weaker with each succeeding effort.

The experience of the Ever Ready company apparently refutes

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

that view most emphatically. In fact, although comparative figures are not available, it is probable that its drive has established a new high-water mark of results in special campaigns of that character.

The conclusion is, then, rather obvious that the value of a sales plan depends largely on the thoroughness with which it is adapted to conditions and efficiency in execution.

Although the basic idea was the same, the Eveready people eliminated the earmarks of the "week" plan as much as possible. The campaign was called "The Big Eveready Drive," which, it was explained, would be a concentrated retail sales effort of nine days' duration, from October 1 to 9. The preliminary details were, of course, planned and all arrangements made for their execution by the company prior to that time.

The company distributes its products through four classes of jobbers—electrical supply, hardware, drug and jewelry houses, several hundred of them altogether.

In addition, the company has its own corps of 75 salesmen. One-third of this force are major salesmen, who sell to jobbers and big retailers, and the others are called minor salesmen. They visit every railroad town in the country. Incidentally, the company considers its own sales force absolutely essential in the task of getting distribution. The jobber is not expected to create a market and has never been asked to concentrate sales effort on Eveready products, but his service as a distributor is appreciated, desired and paid for with a satisfactory profit.

DEALERS' INTEREST IN THE "DRIVE" WAS HELD BY THIS ADVERTISEMENT IN TRADE AND TECHNICAL PAPERS

The co-operation of jobbers was solicited in this special sales drive in announcements that were sent out early in August, the plan being such that the jobbers could make sales on the strength of the campaign. The response was prompt and whole-hearted — in fact, the only tangible means of checking the source of results in getting the retail trade into line shows that nearly 80 per cent of the 20,000 dealers who applied for window displays were influenced in doing so by the jobbers' salesmen. Throughout this dealer campaign, the company availed itself of the co-operation of the local representatives of the street-car advertising service.

The company didn't expect the jobbers to do all the work in this connection, either. Its own sales force was on the job doing all they could, but they were limited in number compared to jobbing

MORE

108,409
More Lines

$583,396
More Money

58,480
More Subscribers*

That is the record made by Collier's in 1915 over 1914.

5¢ a copy

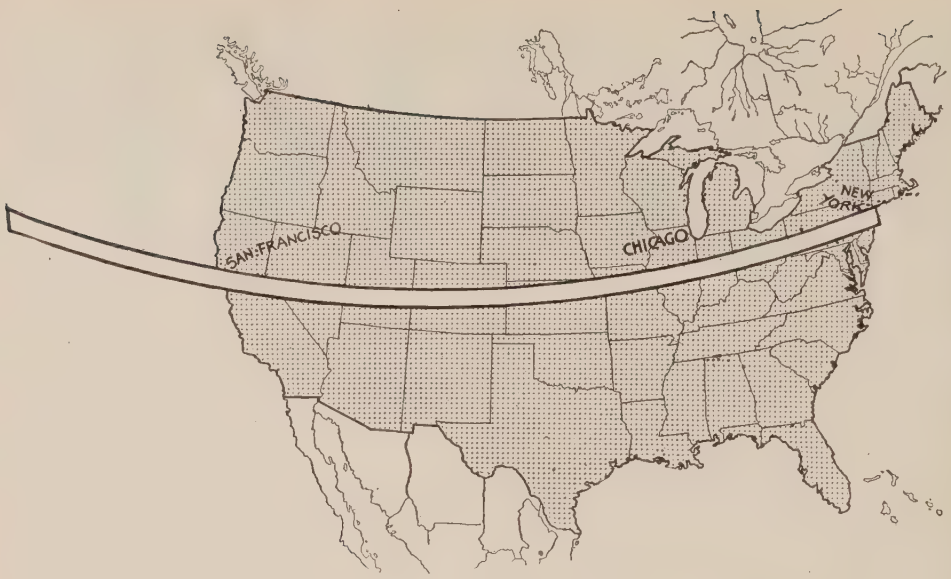
Collier's

THE NATIONAL WEEKLY

* This figure is obtained by comparing Nov. 6, '15 with Nov. 7, '14. Last year our bonus over guarantee was about 80,000—this year about 140,000, but the rates were the same.

A. G. F. Hammesfahr

Sales Manager of Advertising



One day's issue of Chicago Daily News pages reaches 4,200 miles.

If the pages of a single day's issue of The Chicago Daily News were placed edge to edge, they would extend 4,200 miles, or from New York to San Francisco, and over 1,000 miles into the Pacific Ocean. This gives an idea of the extent of The Daily News circulation.

The Daily News sells over 400,000 papers every day, of which more than 375,000 are concentrated in Chicago and suburbs. The Daily News has a larger circulation in Chicago and suburbs by over 100,000 than the next highest daily circulation, and has over 80,000 more than the highest Sunday circulation.

There are approximately 450,000 families in Chicago, so it can be readily seen that The Daily News reaches practically *every worth-while family* in the city—and is the *only* paper through which *all* these worth-while families can be reached.

If you want to *cover* Chicago—use The Daily News —over 400,000 daily.

forces, and the drive was executed in about 60 days from its inception.

On September 1 the company sent out a broadside, consisting of eight pages printed on heavy coated stock in colors, to a list of 75,000 dealers, and page announcements were used in leading dealer publications in the electrical, hardware and drug trades. A feature of the display was the use of a varied assortment of the street-car cards.

The appeal to dealers was substantially as follows: The company requested co-operation in a concentrated retail sales effort on Eveready Flashlights from October 1 to 9. Dealers were asked to do two specific things—make a window display and ginger up their clerks to special selling effort during that period.

The company offered to send each dealer free what it termed "the big package" of display material, the contents of which were illustrated and described. They consisted of two striking cut-outs lithographed in colors, a variety of illustrated display cards and a facsimile of a huge Eveready Flashlight, in the form of a strip five feet long, to be pasted flat across the window.

As an extra incentive to display effort the company offered $4,000 in cash prizes for the best windows. In this connection there were absolutely no restrictions imposed as to the materials used or the merchandise displayed. Altogether there were 128 prizes, ranging from $200 down to $20, and the company suggested that prize-winners divide prizes with the clerk who sold the most Eveready goods during the sale.

One page of the broadside was devoted to illustrations and a talk about the regular advertisements in the magazines, with special emphasis on a page ad scheduled to appear in the October 2d issue of a national weekly that dealt specifically with the nine days' drive and directed consumers to watch for the displays in the windows of local dealers.

The point was made that the educational campaign had brought many people to the verge of a buying impulse which the dealer could turn into sales.

THESE STREET-CAR CARDS PLAYED A LARGE PART IN THE WINDOW-DISPLAY CAMPAIGN

In addition to the special package of display material, the company's regular line of dealer-helps, such as booklets, folders, blotters, street-car cards, newspaper cuts and movie slides, were also offered to dealers who desired them.

The broadside contained a return post-card which, when signed and sent to the company, constituted an order for the display material. Over 3,000 responses came back from the first appeal and a follow-up brought in more.

The big demand for displays,

however, came through the jobbers. These were in the form of signed requests from dealers secured by the jobbers' salesmen. There were approximately 17,000 of them, making a total of over 20,000 requests for displays.

The company's original plans provided for 10,000 displays, but by exceptional efforts the printers managed to supply material enough so that 18,500 of the orders were filled in time, and the company shipped them by express up to the last day. A letter of regret was then sent to some 1,500 dealers that could not be supplied.

Nearly a thousand dealers made an effort to win the prizes by complying with the condition that a photograph of windows be sent to the company, and many letters were received from dealers who expressed satisfaction with the result of their efforts.

Although definite figures are not available on the subject, it is undoubtedly true that jobbers' salesmen established thousands of new distributing outlets on the strength of the campaign. This applies especially to the drug trade, which participated strongly in the display work.

A few excerpts from the many letters received by the company will serve to illustrate the good will that has attended the campaign.

One new distributor says: "I placed a trial order amounting to $75 with my jobber and have reordered twice since."

Many dealers wrote that their displays had been so effective they had maintained them for several weeks. One of these was a New York dealer, who stated that the drive not only increased his business on Eveready goods about 300 per cent, but also greatly stimulated the sale of other lines.

Dealers in small towns found the campaign equally effective. A letter from Pleasantville, a small New Jersey town, says, "I sold over 200 flashlights in seven days. My clerks say it is a pleasure to sell your line, and they are very much enthused."

Another small dealer from a backwoods town in Maine sent in a picture of his window. Conscious of its mediocrity, he apologized for it, and said he did not expect to win a prize, but that he was satisfied with his effort because it had created considerable business.

As quite a number of small dealers sent photographs of windows which were not good enough to win a prize, but which showed great effort and good will, the company has decided to recognize each unsuccessful contestant by sending a special letter of appreciation and special awards of sterling silver medals.

In fact, letters were sent to all dealers who requested display materials, and jobbers were supplied with special stationery and other printed matter for carrying on their part in the campaign.

One interesting after effect of the drive has been an increase of over 100 per cent in the demand for the company's regular line of dealer-help materials.

And the general campaign of education continues on its way rejoicing.

Appointments to "Arts & Decoration"

Elwood M. Grimm, who for the past two years has represented *Leslie's* and *Judge,* has returned to *Arts & Decoration* as Eastern advertising manager. Martyn Johnson has been appointed Western manager of this publication, with offices in Chicago.

Lampman with "Export American Industries"

Clinton P. Lampman, who resigned as Western manager of the *American Exporter* in the fall, has been appointed Western manager of *Export American Industries,* with headquarters in Chicago.

Kurtz Wilson Heads Motor-Selling Company

Kurtz Wilson, for eight years representative in the East of the Philadelphia *North American,* has organized the Wilson, Ward Motor Company, with offices in Newark, N. J., for the distribution of the Maxwell car.

Wellington Smith No Longer with Burlington "Advance"

Wellington Smith, who has been business manager of the Burlington, Vt., *Advance,* announces that he is no longer associated with that publication.

Butterick in France

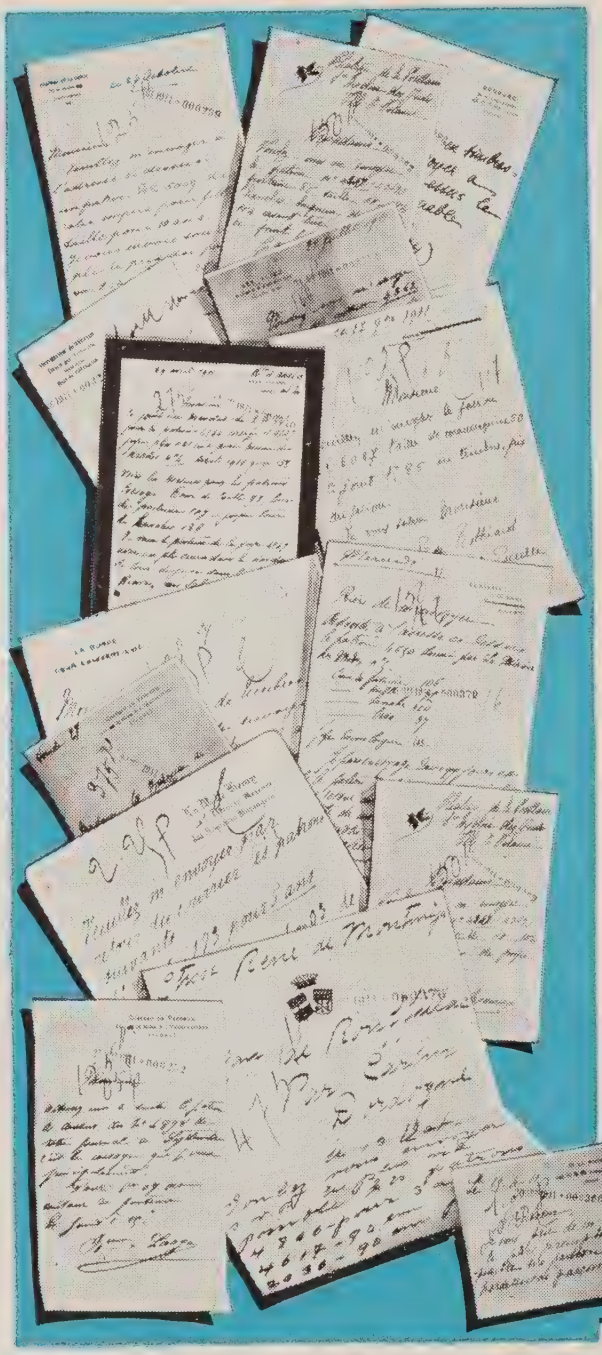
ONE of the titles that Butterick has earned in over fifty years of service is "Fashion Authority of the World."

Impressive evidence that this title is deserved is the business done by Butterick in Paris, the world's fashion center.

Le Miroir des Modes, special French edition of THE DELINEATOR printed in French, at the Butterick Building, New York, has a larger sale in Paris and throughout France than any comparable magazine. The subscription price is 10 francs or $2.00.

So many of the old nobility of France are Butterick customers that the list is a veritable "Almanach de Gotha."

Butterick Almana



These are the nar
French Nobilit

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Comtesse de Beaurepaire
Comtesse de Brinon.
Vicomtesse d'Iray.
Comtesse de St.-Maurice.
Comtesse Jean de Saint-Seir
Comtesse de la Roche St.-A
Baronne du Houlley.
Baronne de Layre.
Vicomtesse R. de Pontbrian
Baronne de Veyrac.
Comtesse de Bragelongne.
Marquise de Tauriac.
Baronne du Laurens.
Baronne de la Rochette.
Comtesse de Toulouse-Lautr
Vicomtesse de Jourdan.
Comtesse de Quincey.
Baronne de la Motte.
Vicomtesse de Mazenod.
Vicomtesse A. de la Motte-
Vicomtesse Elie de Dampie
Comtesse Pontcharraux.
Baronne P. de Chambry.
Comtesse F. de Naurois.
Vicomtesse de Lamirault.
Comtesse de Guernon.
Comtesse de la Salle.
Duchesse de Tascher de la
Vicomtesse de France.
Baronne de Sainte Marie.
Comtesse de Dampierre.
Comtesse de Bailleux.
Comtesse de Beaumont.
Comtesse S. d'Autume.
Comtesse de Fautereau.
Vicomtesse de Rochas.
Marquise de la Guère.
Vicomtesse V. de Lescure.
Vicomtesse de Raincourt.
Baronne de Kesling.
Comtesse de Rouseray.
Comtesse Maurice de Bréc
Comtesse O'Connor.

Butterick New

de Gotha of France

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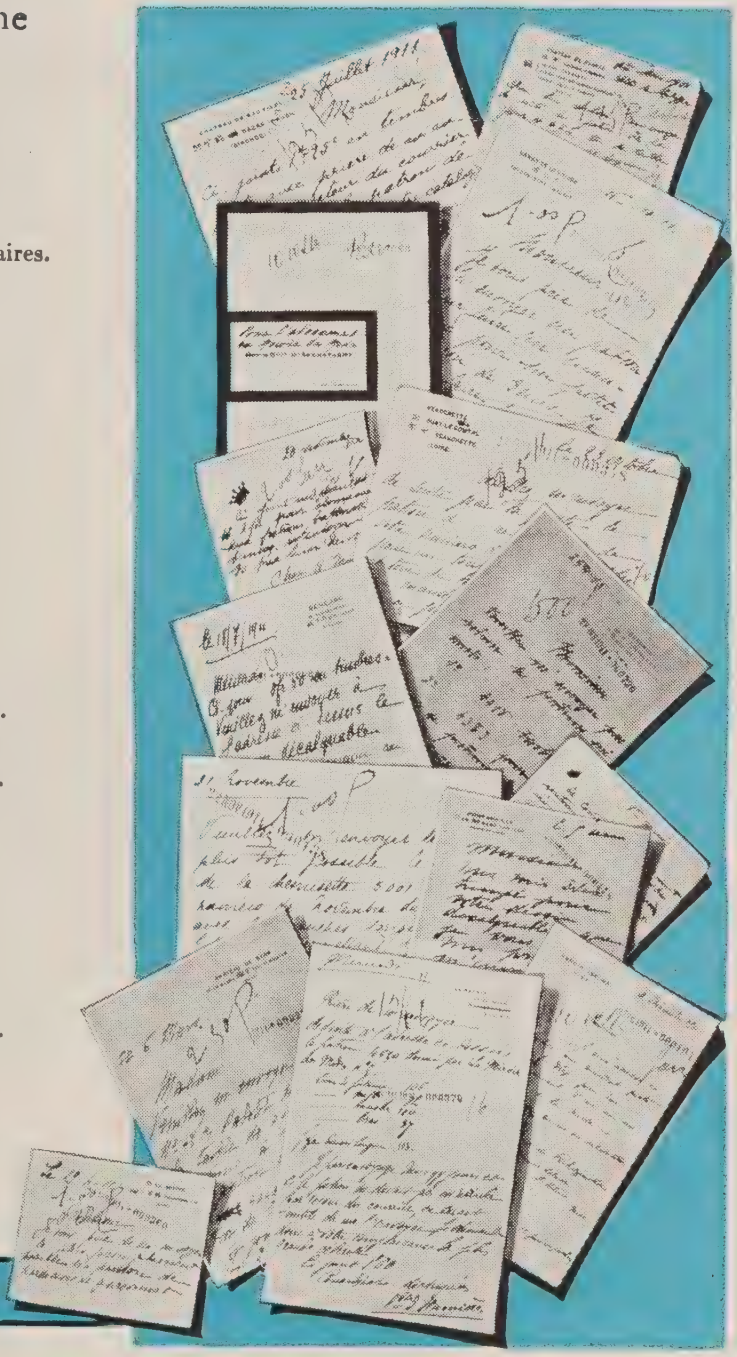

Paris·London·Berlin·

The Butterick shop at 27 Avenue de l'Opéra, in the heart of fashionable Paris, has been called the most beautiful store in the world.

More Butterick patterns are sold in this shop than are sold of any kind of patterns in any other store in the world. They are the same identical patterns that are sold in America, and they are on sale in America two weeks earlier and at one-half the price.

Butterick in France is regarded as French, but Butterick is not French; it is not English, nor German, nor Russian; although in these countries, as in every other civilized community of the world, Butterick is a household word. Butterick is American.

BUTTERICK PUBLISHING COMPANY
Butterick Building, New York

Avenue de l'Opera, Paris

Photo Copyright by Underwood & Underwood, N.Y.

Putting Individuality into Return Cards

They Ought to Receive as Careful Thought in the Preparation as the Letters Which They Accompany

By C. C. Casey

I ONCE "inherited" about a car load of printed return cards, all styles, shapes, and sizes, stamped and unstamped, United States and Canadian. Lots of them—some $1,500 worth, if I remember rightly.

Along with this "rich inheritance" came the job of writing letters to use up the cards—they were already in stock and no one had any particular hankering to report to the Board of Directors that such a bunch of cards (from their point of view, five per cent dividends on $30,000 of capital) had gone into a bonfire.

Of course the letters I was supposed to write, print, have filled in and sent out to users and prospective customers were also expected to get *results*. The fact that they must be written to fit one or more of those hundred styles of cards must not, of course, affect their pulling power.

But the first letter I wrote *wouldn't* fit *any* of those cards. I searched through the whole pile of samples twice and read all the cards from date line to address line, but they *wouldn't fit*.

Unfortunately I had submitted the letter to the big boss, and we had talked it over and agreed that it would get results, and he had O. K.'d it. It had gone to the printing department to be processed, and now I couldn't find a card, and had orders to use those in stock before printing more. To save going back to the big boss, however, I took my "professional life" into my own hands and printed another card.

I had the same experience every time I wrote a letter, though after that first letter I never forgot to have the cards in mind when I wrote the letter. But the cards wouldn't fit even then—and each time I printed more.

I never found a use for a tenth of that great stack of cards and they were never used.

The government cards were returned to the Post-Office for credit, in stamps and stamped envelopes. The Post-Office redeems spoiled government postal cards at 75 per cent (75 cents per hundred cards) in stamps. The Canadian cards, however, couldn't be cashed, because the Canadian Post-Office won't take back spoiled cards at any price.

Altogether, it cost the company several hundred dollars to find out that return-cards have an individuality. Just *any* old card isn't as good as the one best card which can be designed for a specific letter. If you are going to give a letter individuality you must also use a return-card which has a similar individuality.

CARD SHOULD BEAR COMPARISON WITH THE LETTER

My plan in preparing return-cards, has always been to make the cards match the letter.

One of the first things that struck me in trying to use up that great bunch of old cards was that it was illogical to send a man a neatly processed and filled in letter, the equal in every way of an actually typewritten letter, and then enclose a *printed* card.

The letterhead was always good, only the best bond paper stock being used and the workmanship was the best, making the letters almost A1 perfect, but the cards struck me as being second or third class in quality for this use because they were printed and not processed.

The first card I printed was put on the very best post-card stock and was processed through the same ribbon as the letter. It came out a typewritten card.

I say, the best post-card stock I could get, because the cost of a ream of post-card paper, distributed over the large number of cards it will make, is so small that the difference between ordinary paper and the best is so small that you can't really find it. For instance, the difference between the cost of just about the best sheet of letter-paper, and the kind ordinarily used is only about one-twentieth of the cost of a one-cent stamp. Even on circular advertising mail, under one-cent postage, the difference between the best paper and fairly good paper is but a fraction over one per cent of the whole cost. On return-cards the difference is so much less even than this that it almost disappears in the cost of the individual card.

When a man opened my letter, as above, he found good stationery, a letter which (though undoubtedly he would be wise enough to know that it wasn't actually typewritten), was the equal of typewriting, and a card which also was the equal of a typewritten card—the impression was certain to be better.

Assuming the prospective customer to know that we wouldn't send such a letter just to him alone, and that we wouldn't be likely to actually typewrite the letter and the card to any considerable number of people—even assuming him to know this, he would appreciate the quality expressed by perfect work and harmony between the letter and the card.

The same plan was carried out with return envelopes. I found some 50,000 stamped return envelopes, printed and ready to use. These also I found it bad policy to use, but I was able to exchange them for the full stamp value in new unprinted envelopes.

When a prospective customer opened one of our letters, he did not find a printed return envelope, to cancel the effect of the perfect processing and fill-in. He found the return envelope processed also, and nothing less than an expert would know that it wasn't addressed by the same "stenographer" who "wrote" the letter—except that anyone who stopped to give it a moment's thought would know that the letter probably went to lots of other people, and therefore probably was not actually typewritten. Yet, even then, he would respect the proposition more for our thoughtfulness and the quality of our advertising.

AN IDEA THAT HELPS MAKE CARDS EFFICIENT

The cards, when cards were used, always followed out the thought in the letter. It was never simply a stock card, talking in generalities. It didn't say:

"Send me your book mentioned in one of your recent letters."

It said, for instance:

"Send me a copy of ——— offered me in your letter of July 5th."

The date was put in, and the man's name was filled in through exactly the same shade of ribbon, and to all intents and purposes, it was a separately typewritten card for each individual letter.

It pays to do the *little* things, like filling in the name on the card, which add personality, for two reasons:

First. It increases the returns, because every man likes the little courtesies and individualities which show him that even the return-card was intended for him—not processed for just *anybody*. It creates respect, if well done, and takes even form letters out of the ordinary form-letter class.

Second. It corrected the mailing list, because any error in the spelling of the name of the individual or firm, or any error in the address, was pretty certain to be corrected. The balance of the letter and enclosure was so well done that each man, otherwise favorably enough impressed to return the card, was pretty apt to forgive the error and correct it. Not many men object to having their name on a quality mailing list, on the list of a house which can get out perfect processed letters, unless he is particularly prejudiced against the particular goods.

On filled-in cards, however, there should always be a place for the initials of the man whose name is filled in, because a card will occasionally get mailed which was not actually returned by the man whose name you have filled in. If he puts his initials on it, on an "O. K." line you know he has approved it.

Of course it costs money to fill in cards—nearly as much as to fill in letters—but it pays. It costs a lot more to put stamps on return-cards, but the filled-in card, if properly done, gives it just about as much "pull" as a stamp gives an ordinary card. The fill-in should cost about two dollars per thousand cards, or one-fifth the cost, even of a one-cent stamp.

Another idea which I have used on all my cards and which has been the subject of much comment, is to suggest two-cent stamps. Nearly all return-cards have a space marked off for stamps, and most of these spaces contain the words, "Put stamp here." Some, including all scenic post-cards as well as those used by advertisers, say, "Put one-cent stamp here."

I changed it to read, "Put one-cent or two-cent stamp here." Several of the best-known advertising men have looked surprised and asked why. The reason is simple: lots of men who otherwise would return a card, have no one-cent stamps, and it is surprising how many of these men would never think of using a two-cent stamp, though such a stamp will bring the card home just as readily, and the man who will spend one cent, will spend two cents. It is astonishing how many two-cent stamps are used, and these probably are mostly on cards we otherwise wouldn't have seen.

Another stunt on cards which has results in some propositions and with some kinds of lists, is to enclose *two cards,* one of them filled in and the other blank. Lots of men are averse to signing the only copy of an order. They like to keep a copy of what they sign. This is the type of man who will have your card copied on his letterhead and keep your card, or who will simply dictate a line or two and keep the usual copy of the letter. He also is rather numerous in that still larger bunch who do not answer at all, because it is a lot of trouble to dictate a letter to ask for some simple thing when a return-card is easier. Two cards will solve his problem and bring "many of him" back who otherwise wouldn't come.

FREQUENTLY CARD MAKES RECIPIENT SELL ANOTHER

The duplicate card has another advantage also. Most men have friends, and when a man is sufficiently sold to order an article by mail—that is, to use your card—he may defend his judgment by passing the idea, and the extra card, along to a friend.

I have encountered this type of man often in selling a desk specialty. I have had inquiries from St. Louis acknowledging letters also answered in Massachusetts, and two orders from the same letter are not at all unusual, even from different cities.

I also have found the same tendency in personal selling. A man who is sold, ready to sign, is likely to turn around and ask "Jones" what he thinks about it, and when he does so, he is pretty apt to assume the position of the salesman and *sell* the other fellow to defend his own judgment.

The extra card serves to suggest this and to cause it to be done more often.

So, two cards not only will serve the man who wants to keep a copy, but the plan also will very often get two orders from the same letter.

To sum up:

First. Give the return-card individuality by making it fit the letter it goes with. If it costs more, shut your eyes and "blow yourself" for the extra one-millionth of a cent per card.

Second. Give the card quality by printing it like the letter. If you think printing-press circulars will serve as well for *letters,* then maybe they also would do for cards, but if you feel that a per-

fectly processed letter pulls more business, then give the card the same chance.

Third. Filled-in names puts extra "pull" into cards. If it costs too much, then you would better leave off the fill-in on the letter and put it on the card, but if you can afford the extra one-fifth of a cent per letter, fill in both of them.

Fourth. Use good quality of stock for post-cards, even if they cost "one-thousandth of a cent more."

Fifth. The net cost of return-cards, like the net cost of everything else, is in the comparative efficiency. If one thousand cards costing, complete, five dollars per thousand, help get one hundred orders, and the same number of cheaper cards costing four dollars help get only ninety orders, then the difference in cost is not one dollar in favor of the cheaper card, but the *value* of *ten orders* in favor of the more expensive card.

Advertising Censorship Presaged

MANY people are inclined to regard the decision in the "Lithia Water case," just handed down by the Court of Appeals at Washington, D. C, as another step in the direction of a Federal censorship of the advertising of food and drug products. Those who have followed the evidence given in this case are inclined to believe that it will supply to the Chief of the Bureau of Chemistry of the United States Department of Agriculture (who has charge of the enforcement of the Pure Food and Drug Act) additional arguments in support of his theory that Federal statutes should invest him with power to censor advertising as well as labels. Already all circulars and other printed matter enclosed or wrapped with food or drug products are construed as labels—that is, are subject to the same Governmental scrutiny as the labels pasted on bottles or printed on cartons—but the enthusiasts would fain extend this jurisdiction to include newspaper and periodical adverti ing, and it is asserted that som of the facts brought out in th Buffalo Lithia Water case wi constitute "ammunition" for th agitation. It is understood th the case will be appealed to th Supreme Court of the Unite States.

The Lithia Water controver is known in court records as th case of Rosa C. Goode, Thom F. Goode and E. Chambers Goo vs. the United States, and gre out of the seizure of seven cas of "Buffalo Lithia Water" alleg to be misbranded in violation the provisions of the Pure Fo Act. The contention of the Go ernment, sustained in the cou in which the case has thus f been tried, is to the effect th the product is misbranded becau each and every bottle purports conta'n a lithia water, where says the Government, in truth a in fact the contents of the bott is not a lithia water or entitl to be so called.

A mass of expert testimony h been submitted in this case, n merous eminent members of t medical profession having be called upon by one side or t other. The Government intr duced evidence tending to pro that there is an inappreciab quantity of lithium in Buffa Lithia Water and that the tra of lithium found would n of itself give any therapeu effect.

In reviewing the final decree f the Supreme Court of the D trict of Columbia, the Court f Appeals took occasion to make t point that, "Whether it should called a mineral water or a spri water is not important. The i portant question here is whetl it is what the label represented to be—a lithia water."

Help for the Lumber Dea

The Southern Pine Association, New Orleans, has issued a Deal Handbook for the purpose of furnishi retailers with information they need handling yellow pine products. A ge eral service system has been inaugura the object of which is to co-operate the retail yardmen in the preparation advertising, working plans for buildi window displays, etc.

Are You a Member of the A. N. A.?

IF YOU are one of the members of the Association of National Advertisers you know that Today's has voluntarily placed in your hands all the information about its circulation methods that can interest you. Unasked, we submitted a complete exhibit of the forms used by us in soliciting subscriptions, with a full description of how we employ them.

All this in addition to the data wanted by the association.

The effort now being made by the A.N.A. to get the truth about circulation and how secured by publications is more than welcomed by Today's. To see this great question at last in the focus of the limelight means to us that claims and proofs are invited when heretofore we have had to work hard to get them examined.

If you are not a member of the A.N.A. you may receive nevertheless equally full information. Any present or possible user of Today's space is entitled to "most favored nation" treatment if he wants facts.

"Sell Today's on its merits at the full subscription price or not at all" is our basis for circulation. We live up to it with all our strength—what that means in work and the rejection of easy short-cuts to certain kinds of circulation you will not realize unless you investigate—but the result justifies this statement:

We believe that in the whole field of women's magazines, none has cleaner or more effective circulation methods.

Today's Magazine

461 Fourth Avenue, New York City

A Test f

ON these pages
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WHO ARE THY

WHY ARE TH
FAMOUS?

WHAT HAS MA
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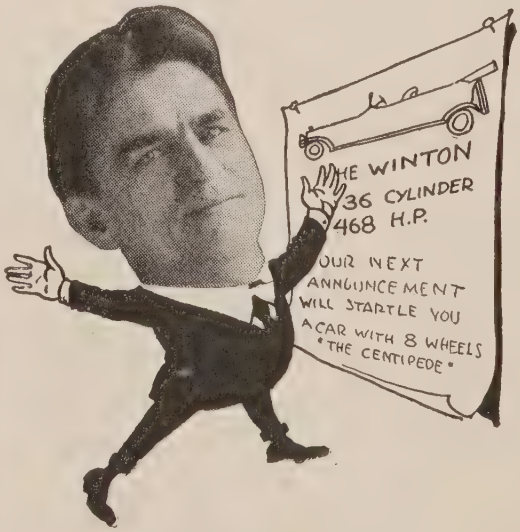

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THE ETHRIDGE AS

New York Studios, 25 East 26th Street

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'he second issue of

The
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News

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vill contain some
iteresting matter
vhich you won't
vant to miss!

Vrite—wire—wire-
les—wig-wag—helio-
gaph—'phone—or call
fc your copy.
It's free.

CIATION OF ARTISTS

Chicago Studios, Consumers' Building

For every good printing job specify

Warren's
Coated Printing Papers

Cameo-Dull Coated=Silkote-Dullo Enamel
Lustro-Fine Glossy=Cumberland-Glossy
Printone-Imitation Coated

To know that years ago the Warren Mills made the first coated paper produced in the United States is interesting enough, To know that the Warren Mills today make the best coated paper produced in the United States is a whole lot more than interesting. Take Cameo, for instance, the rich, deep velvety paper, invented and brought out in these very mills. Opening as it does such remarkable new possibilities for beauty in half-tone work, it has given an amazing impetus to the printing art of America. Each one of the other standardized Warren papers has a field as unique. You ought to know more about them. Our special portfolio of specimen sheets and jobs—sent free for the asking—will show you why.

S. D. Warren & Co. 163 Devonshire Street Boston, Mass.

Manufacturers of STANDARDS in Coated and Uncoated Book Papers

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

What Shall We Give the Dealers Next Season?

Last of the Articles Reviewing the Dealer Helps That Advertisers Are Sending Out This Season

WHAT shall we give the dealers next season? That depends on what you gave them this season; on general conditions in the trade; on what your competitors are giving them; on what proportion of your appropriation you put into dealer helps and above all on what your dealers want! The last is by far the most important, so much so that PRINTERS' INK made a careful inquiry among leading dealers in various lines. The views of these dealers taken collectively should be of some help to advertisers in answering this question.

The great majority of dealers called upon put as their first want an advertising appropriation. They seemed to feel that an allowance for advertising in local mediums was far and away the best "help." Next in order they voted for samples given through them—this was especially true among druggists and grocers—or with cards in the package directing the consumer to their store. Third in order came almanacs and calendars.

The demand for almanacs was by no means confined to the country dealers either. In fact, no less a distributing organization than the Owl Drug Stores, serving through its 21 stores over 10,000,000 consumers, put the almanac at the head of the list of desirable dealer material. "Of all the things that the people want and look for at the beginning of the year," said W. G. Adams, advertising manager of this chain, "the almanac and calendar come first. The store which has a good supply of almanacs and calendars pleases its old customers and attracts a lot of new ones besides.

"There is only one drawback to material of this kind and that is the manufacturer crowds it with his message, which generally serves to defeat its purpose. We want room for our own advertising if we are expected to distribute it. We have been obliged to throw away many thousands of dollars worth of valuable advertising matter simply because it was not imprinted with our name. We would not have been able to get enough out of the distribution to pay for the time and space."

The intelligently planned booklet and envelope enclosure share popularity with almanacs and calendars. Even the big department stores in the largest cities will put material of this kind to a profitable use. Wm. Filene's Sons Company, the big Boston store, for example, writes: "Speaking in a general way we would be most likely to use a well-gotten-up booklet with our name on it, something which we could distribute in our packages." Carson, Pirie, Scott & Company, of Chicago, want postcards addressed back to them, to carry the advertising of articles carried in stock by them. This store uses thousands of such cards, and finds them great sales producers. It is so easy for the customer with a charge account to fill out these cards when she finds them in the packages.

WANT COPY TONED DOWN

But care must be taken in writing the copy for such literature. While some dealers will use anything that the manufacturer says, there are a number of them who are very conservative in their store statements, and naturally apply the same rule to literature sent them for distribution over the counter and in packages. A good example of such a dealer is the Titche-Goettinger Company, a large Dallas retailer. The merchandising manager of this store complains of several big national

advertisers who have been sending him just such literature. The statements are too extravagant. As he puts it: "In most cases the copy is too strong, the using of which would give a black eye to all other similar lines on our shelves."

To illustrate this need of keeping in mind a dealer's other products which he may be just as anxious to sell as yours, Mr. Chaney, of the Dallas store, sent along an assortment of package inserts marked up with his comments. He takes exception to two statements made in a Kayser glove folder—not because they may not be true, but because they reacted on other brands of gloves which he carried in stock. One statement was put in the mouth of the dealer: "For this reason, we used the utmost care in selecting the silk glove which we should carry. After careful investigations and after years of experience in handling it, we now recommend for all spring and summer wear Kayser silk gloves."

Another statement in the folder which this store thought was too strong was the statement: "Of the millions of silk gloves American women wear, Julius Kayser & Company supply more than all other manufacturers combined." This may be perfectly true, but the store wouldn't care to make the statement *over its* signature without verification, which of course is a matter of some trouble and expense.

ONE FOLDER FOR EACH ITEM

Another point to be kept in mind in preparing next season's counter and package literature is not to run in too many items on the one folder. An Eastern druggist brought out this point quite forcefully when he explained that only recently he had to throw away a large quantity of such folders because they listed a number of articles which he did not carry in stock and he did not wish to carry in stock, but which he would have to put in if he let those booklets get out! "We cannot afford to stock the list of 15 or 20 struggling offspring of each specialty that is successful," said this druggist, "for as it is we have over 16,000 different and distinct items in stock." In this connection the plan being used by the Joseph & Feiss Company, in its folders for individual Clothcraft suits, instead of the old style book, is worth consideration. This plan meets the need mentioned of offering dealers a wide range of material so that they can select the folders they wish, and which will suit their needs and stock.

All dealers agreed on one point about booklets and folders—and that was they liked helpful books, especially those which had been given a value in the eyes of the consumer by consumer advertising. The Owl Drug Company listed as the most popular booklets distributed over its counter: "How to Take Care of Rubber Goods," "How to Take Care of Bristle Goods," "Making Motherhood Easy," "The Care of the Baby," and similar subjects. Several haberdashers spoke most highly of the fashion-charts for men given out by George P. Ide & Company, the collar people. They appreciated first the nature of the piece, which shows the correct collar to wear on different occasions, and second its outward attractiveness, enhanced this season by the use of the offset process. Similarly several hardware men mentioned the Winchester scorecards, which were so popular among trap-shooters that people came into the store to ask for them! That is the kind of "helps" the dealer glories in.

DUMMY CARTONS UNPOPULAR

When the dealers have been well taken care of in the matter of literature imprinted with their name and address, they would like something striking for the window. But they are particular, and getting more so every day. Inquiry shows that the dealer is growing to realize that his window space is valuable. The tendency in some lines only to rent windows to advertisers, and the educational work of the advertisers themselves in urging the

proper use of windows, backed up by strong trade-paper efforts, has made a big change in the last five years. Material that dealers would be glad to put up in 1910 is gathering dust in the basement.

An insight into this attitude is revealed in the tirade launched by one druggist against dummy cartons. "Most of the material sent us for our windows," he complained to a PRINTERS' INK staff man, "is altogether too gaudy. I guess some of these advertisers figure that the more color they can splash over a window-trim the greater attractive value it has. So it has, if it ever got into the window. We try to keep our windows as dignified and uniform as possible and won't clutter them up with any loud trims. Neither do we want any of these big cardboard cartons some manufacturers persist in sending around. When we want to display an article in the window, we prefer to take it out of the container so as to show the window-shopper just how it will look on her dressing table."

MOTION DISPLAYS LIKED

Of course, when it comes down to just what is best to furnish the dealers for window display purposes it is hard to say, because every dealer has his own ideas. One likes the window paster, another the cut-out trim, another built up displays, and still another likes the hanger. But they all like motion displays, or for that matter anything that will attract the passer-by and hold a crowd about the window. The average dealer thinks that so long as there is a crowd in front of his window, he is doing a whale of a business, and is the happiest mortal alive. Mention has already been made in a previous article of the Kolynos display which was given over $1,260 worth of window space by the Owl Drug Stores on the Pacific Coast. Such instances are common.

This same favoritism to any kind of advertising helps that will draw a crowd or excite comment extends to the educational displays which some advertisers are furnishing this fall, notably the Johnson & Johnson Company. This is a display of the crude materials entering into its products and attracts widespread interest wherever shown. Swift & Company also traveled a display of several hundred by-products of a steer, which was exhibited in large department stores and even jewelry stores for its educational value, even though these stores did not handle any branded Swift products.

If the advertiser does not go to the expense of including crude materials, it is possible to reduce the cost and still have an effective exhibition by furnishing a set of photographs, showing the various stages of manufacture. One dealer commented particularly on such a display put out by the Goodrich Rubber Company, and which has already been described in these columns. Quite often such displays can be used in connection with a large lithograph cut-out of the factory. One such display is going to be sent out next fall by a cereal manufacturer, which is so arranged that the factory can be lighted up at night, the light from the windows giving a picturesqueness to the whole display that is hard to pass by.

But there is no end to ideas that would be popular with the dealers when it comes to window displays. The main thing, however, is to get a window that has "punch." All the dealers want it, although none of them are able to tell you just what it is. With the many new developments in window decoration, such as crepe paper made up to work into a national advertiser's window display, electric flasher devices, and all the rest of the things which are continually being announced in the advertising pages of this and other publications, it is a safe prediction that the coming season will see a marked advance in the quality of window display material, and advertisers would do well to lay their plans accordingly.

There is still a warm feeling in the hearts of the smaller dealers for electrotypes, lantern slides,

specialties, and similar "helps" with a growing favoritism for the short advertising moving-picture film. This is a form of co-operation which ought to develop very quickly, if the investigations of a number of advertisers can be accepted at their face value.

LAY THE RIGHT FOUNDATION

But the investigation conducted by PRINTERS' INK proved quite conclusively that to furnish dealers with valuable material of this kind, after taking steps to make sure it will be intelligently and profitably used is just as necessary as ever. In fact, it is the most vital phase of dealer co-operative work, and may easily be the turning point in next season's campaign.

While there are dealers who are quite capable advertisers themselves, and who may be depended upon to put material to the best use, there are hundreds of thousands who haven't the first conception of what good advertising is. The dealers are continually changing. So it is educational work that must be done and redone. Incidentally such educational work should be done in the simplest and most fundamental manner.

Nor should the dealer's clerk be overlooked. Many of the bigger advertisers have seen this need and shaped their plans accordingly. Hart, Schaffner & Marx have brought out a very thorough text-book for the dealer's clerk: "Information for men who sell clothing." It is a 54-page book, bound in boards. Speaking of this book, Joseph Schaffner, the secretary of the company, said that their biggest problem is to educate the dealer's whole organization. They are spending thousands of dollars annually in this direction, by personal work, letters, books and other helps. These helps are designed to get under the surface, and accomplish from within what other manufacturers' helps are doing from without.

The company frankly admits that its purpose in doing this is purely selfish. Under the foreword in one of its books on better merchandising it says: "The thing that prompts you to greater effort is the prospect of greater reward. What you want is a larger check at the end of the month.

"You are no different from any of the rest of us. We all make the 'effort' because of the tangible result.

"The big question for both of us is how to increase our earnings; how to make our labor more productive. Since you and we don't sell cannon, barbed wire or gas bombs, the way for us both to earn more is to sell more clothing.

"You retail salesmen are the last link in the chain of distributing clothing. We make it, your store buys it, invests money in an equipment for handling it—and then the whole process is turned over to you. Upon what you do depends what both we and your employer makes; and upon what you earn for your employer depends what you earn for yourself. The more goods you sell the more money we and your employer make, and this increase in your earning power cannot but be indicated by a corresponding increase in your pay check.

"We want all of us to make more money—hence this the third of a series of booklets."

It is interesting to see the manner in which a concern which is conceded to be very successful in getting the co-operation of dealers sets out to accomplish its purpose. It does not preach, you will notice. It reasons without being argumentative. This same attitude is assumed by John Lucas & Company Inc., in their book explaining the purpose of their dealer plans. And we are informed that this book, which shows the dealer the true relation of the Lucas store advertising with the Lucas national advertising; shows the dealer the whole sales scheme by actually taking him into the company's confidence, has gone far to ease the problems of that advertiser. Field conditions revealed by our inquiry

Automobile Advertisers

are coming to the end of one of the greatest years of business they ever experienced.

The NEW YORK AMERICAN has contributed ONE-FOURTH of their prosperity in the New York territory.

IT CANNOT BE DISPUTED that ONE-FOURTH of all of the automobiles owned in New York are owned by New York American readers.

IT MUST BE REALIZED that ONE-FOURTH of all of the automobiles yet to be bought in New York will be bought by New York American readers.

THIS STATEMENT IS TRUE, because New York American readers represent ONE-FOURTH of all New York newspaper readers, and there are as many of them able to buy automobiles as there are represented in any other fourth of the community.

A SEVEN-DAY NEWSPAPER regularly reaching ONE-FOURTH of all homes in the New York territory must be accepted by advertisers as a valuable medium.

The DAILY and SUNDAY DISTRIBUTION of the New York American proves that it is read in homes in all sections of the city proportionately, and that its readers have equal earning power with the readers of any other newspapers.

NEW YORK AMERICAN HOMES buy everything that is advertised because of the paper's co-operation in getting its readers and advertisers to believe in and understand each other.

AUTOMOBILE ADVERTISERS have a wonderful opportunity in the forthcoming ANNUAL SHOW NUMBER of the SUNDAY AMERICAN, issued January 2d, 1916, to introduce themselves to New York American homes in a way to influence the purchase of automobiles by many of these homes during 1916.

The ANNUAL AUTOMOBILE SHOW, starting New Year's Eve and continuing for one week, will be treated by the NEW YORK AMERICAN with its accustomed generous and complete reports—giving its readers the fullest information about the automobile industry. It will record the views of the men who have made this industry such a powerful factor in contributing to the prosperity of the country.

ALL AUTOMOBILE ADVERTISERS should be represented—as most of them will—in the advertising columns of the DAILY and SUNDAY AMERICAN, not only during Annual Show Week, but at all other times.

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Member Audit Bureau of Circulations

"How It Works"

is a 36-page book containing a collection of Samuel Hopkins Adams's recent and characteristic Tribune articles on honest and dishonest advertising and a detailed summary of interesting cases covered by the Bureau of Investigation.

Names, addresses and the actual circumstances connected with each incident are given in detail, and the operation of the Bureau's work is described step by step—from the first complaint to the final adjustment.

The New York Tribune

First to Last: the Truth
News—Editorials—Advertisements

Tear off and mail today

New York Tribune
New York

Gentlemen:

Send "How It Works" to

Name.....

Address.....

.....

Shall we send you "How It Works" to your office or your home? The coupon is for your convenience.

lead us to urge that more advertisers get down to fundamentals next year and do some lasting educational work on the dealer *and his whole organization.* It is just as essential that the clerk behind the counter understand all about your sales policies, and your product, as it is that the dealer himself—often tucked away in a gallery office—should know. In fact, more so.

Summing up it would seem that the chief points to be considered in getting up next season's material are giving the dealer helps of a kind that he would buy himself if he were doing it, cutting down the quantity and increasing quality by concentrating on most appreciative dealers, working out a more adequate distribution method, and above all presenting it to the dealer in a way that will make him understand its purpose and the part it plays in your whole scheme of selling. Everything depends upon the dealer and his attitude. Be sure your next season's plans include some method for giving him the right attitude, and you will find your material will become twice as profitable.

Proposes "Secretary of Publicity" for President's Cabinet

Riverside, Calif., Nov. 24, 1915.

Editor of PRINTERS' INK:

An idea came to me en route to this wonderful place which I pass on to PRINTERS' INK for what it may be worth: The undeveloped publicity possibilities in this great coast country. For example, tuna fish, salmon, nuts, lemons, raisins; not to mention a number of meritorious products now known only locally, suggest the need for *Federal* interest in scientific publicity.

The recent abortive attempt to advertise the new Constitution in New York bears witness to results following advertising ignorance despite large expenditure.

Why not a new cabinet office—a *Secretary of Publicity,* if you please? Go to it, PRINTERS' INK! A word to the wise, etc.

ROBT. TINSMAN.

A. J. Wells, Eastern Manager "Home Life"

A. J. Wells, for some time in the New York office of *Home Life,* has been appointed Eastern manager of that publication.

Likly's 70 Per Cent Distribution Won Against Private Brands

(*Continued from page 10*)

company, however, is making a special effort to render such superior service that dealers will voluntarily push the Likly line.

The company has not limited its efforts to secure dealer co-operation to work on the dealer personally, but is also carrying on a systematic campaign to win the sales co-operation of the dealer's clerks.

In this connection a very informative book on retail salesmanship as applied to luggage has been issued.

In this publication the selling points of the Likly line have been marshalled and presented in a manner that is not only interesting, but also very instructive on all points pertaining to the production of trunks and bags. This campaign to clerks has been so effective that it has evoked considerable comment from sources outside of the luggage trade.

CULTIVATION OF DEALERS' CLERKS

The company won the interest and the intelligent co-operation of thousands of clerks by making a direct and practical appeal to their personal ambitions. The approach was made from the clerk's viewpoint. The chief motive of the appeal was to demonstrate the fact that any great degree of success in salesmanship must be based on *knowing the merchandise and intelligent use of such knowledge.* Here is the way this theme was presented:

"Every man cannot rise from crossroads store to the Presidency, nor from poverty to millions. But every man can go up just as far as he will learn and understand. In many ways the salesman sits on the top o' the world. His is the part of mingling with human nature, of molding interest into desire, yet, more than all—of selling the goods.

"*Selling is knowing.* Selling the goods has certain requirements. One man we've known who tried

to dodge the duty by daily talking the weather to a frazzle—letting his goods talk themselves. Another man who decided that salesmanship consisted in a fine lot of phrases like, 'It's the best,' and 'There is nothing finer.'

"Yet, as clerks they were then, so clerks they have remained. For one thing they never learned—that for a man to sell goods he must know goods.

"So study the merchandise you handle as you would your friends. *Know* their every quality, characteristic and difference. Be able to say, 'This is so, because'—and prove it. For the very alphabet of selling is facts. Get these facts. Make them a part of you.

"*The Sales Key to Salaries.* Many things enter into your advancement—and its visible token, the dollars. If you are prompt at work the boss smiles—loyal to the house, he appreciates—and always cheery, he gives you his confidence.

"But when it's raise-time, what does he go on? 'Figures don't lie' someone has told him. Your sales book is going to be his evidence to convict or promote you. Character, ability and ambition can all play their part, but it's the sales that are going to make you a higher-paid salesman; sales that are going to let you press onward. Watch your sales. Don't miss a chance to build them. Sales is the watchword of salesmanship.

"This booklet gives the few truths which are essential to every salesman of luggage. If you would boost yourself upward, read it. For the dollars that lie within it, make this information yours.

"When the good fairies o' gifts meet they can bestow the talents of honesty, courage, ingenuity and others without end. But the greatest of all the talents they can give is talent of growth. Many of us see the smart boy of schooldays, who, after five or ten years, seems to have grown small. He has lacked the talent of growth.

"But we like better to think of that type represented by a certain man we knew who started out at twenty-five with seemingly nothing to go on. Light-headed and a fool, his friends said of him. But he had the one big asset: he was determined to go ahead and to grow. To-day at thirty-five he is the biggest man in his line.

"*The Creed of Thinking.* This man's creed is thinking. He believes there is no problem which will stand up against thought. He has caught the idea of growth and builded his life on the one ground that there is nothing that you cannot solve by thinking about it.

"If you are growing, you are looking at yourself not as you are, but as you might be. And because of this you are looking at things not as they are, but as they might be. The man who is growing regards not the possibilities of his shelves, but the possibilities of his town. And with the possibilities of his town before him, he heads on for things above.

"You who sell 'Likly' Luggage are fortunate. You have the building materials for large and steady growth. You have—*a recognized trade-mark; nationally advertised goods; guaranteed, sound merchandise.*"

Having thus shown the clerk the way to better things, the sales argument is developed in detail and every point about the merchandise is analyzed.

In view of the exceptional progress that the Likly company has made in its campaign of market development during the past 12 years, it is a significant fact that the company is just now beginning to feel the cumulative effect of its advertising. This is expressed particularly, the writer was told, in the attitude of dealers—their evident willingness to co-operate with the company intelligently in creating more business.

To Fight Fraudulent Advertising in Lexington, Ky.

The Ad Club of Lexington, Ky., which is conducted as a department of the board of commerce, has submitted to the board of commissioners an advertising ordinance similar to that which was enacted in Louisville last year. It proposes to punish any merchant who publishes or in any way circulates an untrue or deceptive advertisement. Twenty-three of the leading retail stores of Lexington have asked that the ordinance be put on the books. The penalty provided in the ordinance is from $5 to $25 for each offense.

A Christmas Pudding for Advertisers

To the Advertiser and His Agent

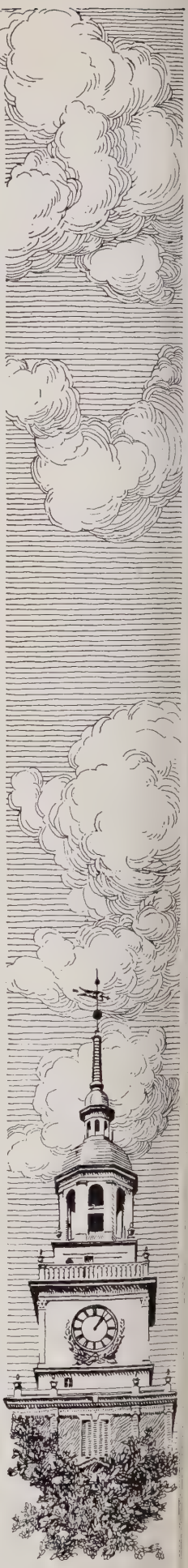
A market whose *concentrated* richness rivals that of the fattest pudding that ever tickled the palate of a Christmas reveler—offered you by the PUBLIC LEDGER-EVENING LEDGER.

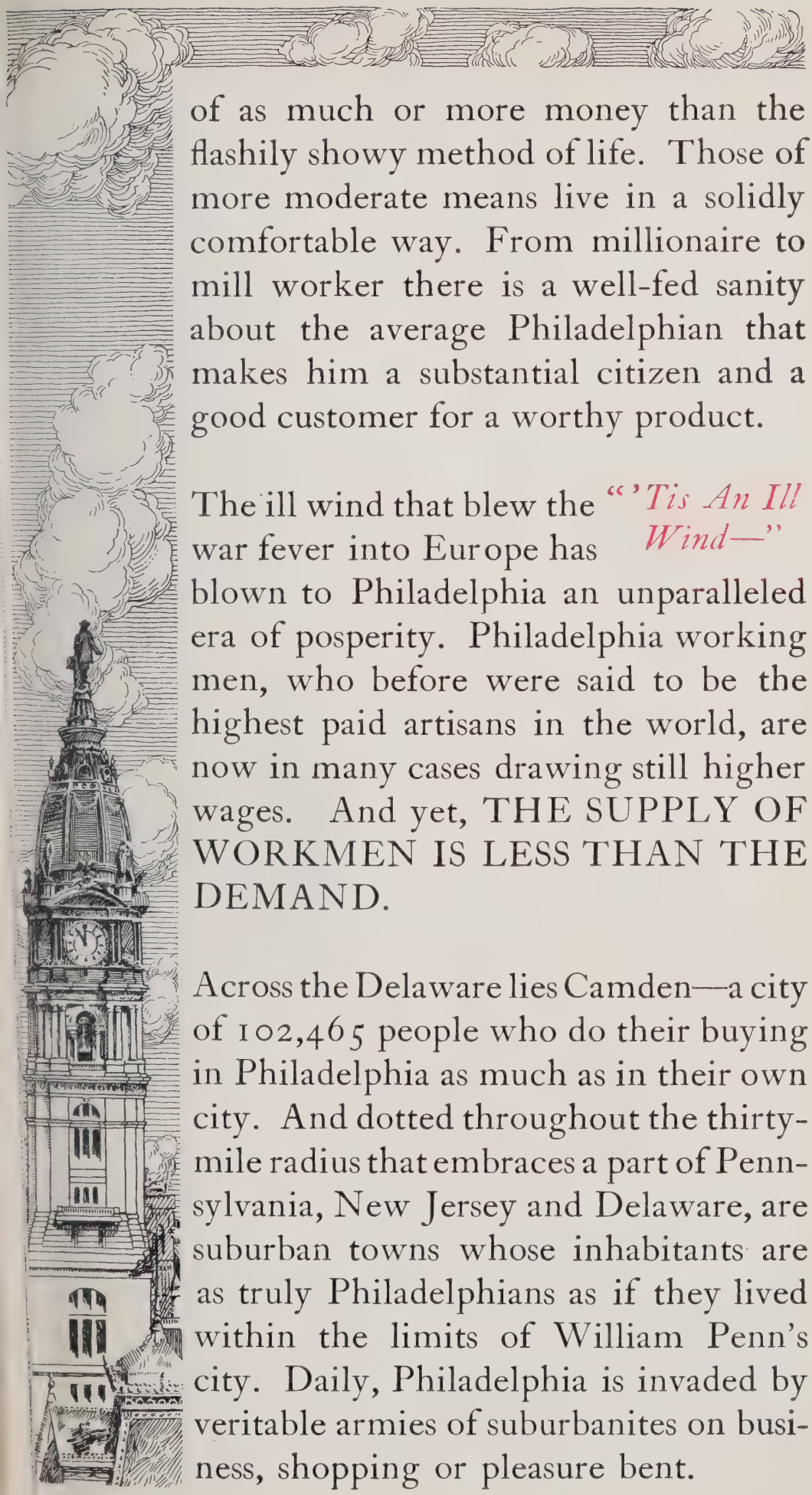
Within a district of some thirty miles radius more people make their homes and more money is spent than in many entire states.

Nearly Two Million Possible Customers in One Place

Inside the city limits of Philadelphia alone, if our product appeals to men, women and children, we would find 1,657,810 possible customers—good, steady customers most of them—not transients, for Philadelphia has practically no floating population; and anyone who knows Philadelphia will verify this statement.

Probably nowhere else on earth do the people of any city live better than the good folk of Philadelphia. Home life is the rule, apartment dwelling the exception. The wealthy live in the solidly elegant way that requires the spending





of as much or more money than the flashily showy method of life. Those of more moderate means live in a solidly comfortable way. From millionaire to mill worker there is a well-fed sanity about the average Philadelphian that makes him a substantial citizen and a good customer for a worthy product.

"'Tis An Ill Wind—"

The ill wind that blew the war fever into Europe has blown to Philadelphia an unparalleled era of posperity. Philadelphia working men, who before were said to be the highest paid artisans in the world, are now in many cases drawing still higher wages. And yet, THE SUPPLY OF WORKMEN IS LESS THAN THE DEMAND.

Across the Delaware lies Camden—a city of 102,465 people who do their buying in Philadelphia as much as in their own city. And dotted throughout the thirty-mile radius that embraces a part of Pennsylvania, New Jersey and Delaware, are suburban towns whose inhabitants are as truly Philadelphians as if they lived within the limits of William Penn's city. Daily, Philadelphia is invaded by veritable armies of suburbanites on business, shopping or pleasure bent.

160,608 "Better Class" Circulation at 25 Cents

Since 1836 the PUBLIC LEDGER has appealed to Philadelphia's better class. By "better" we don't mean simply *wealthier*, but the solid, substantial citizens of every degree of pocketbook. The PUBLIC LEDGER is the morning paper that goes into the homes of home-loving, home-making, home-*furnishing* Philadelphians.

The EVENING LEDGER is the evening paper of that same better class of Philadelphia—a paper that largely on account of the prestige of its "parent," the PUBLIC LEDGER, has reached a daily circulation of 100,608 within twelve months of its inception.

The PUBLIC LEDGER,	60,000 daily circulation,	20c per line
The EVENING LEDGER,	100,608 daily circulation,	20c per line
Both Papers - - -	160,608 daily circulation,	25c per line

The PUBLIC LEDGER rate is 20 cents an agate line.

The EVENING LEDGER rate is 20 cents an agate line.

The combination rate as stated is 25 cents an agate line, and the two papers may be used on different days for the one advertisement.

PUBLIC LEDGER Sunday Circulation is 115,000, but the daily rate of 20 cents per line holds for Sunday insertions.

PUBLIC LEDGER—EVENING LEDGER

INDEPENDENCE SQUARE

PHILADELPHIA

Putting the Dramatic Punch into Window Display

Using the Stage Manager's Method

By Charles W. Hurd

EVERYBODY interested in window display must have noted the growing tendency away from the familiar type of passive publicity toward an active story-telling, *dramatic* thrust at the window-gazing public. The Moxie boy and the Moxie girl, the Coca-Cola groups, the Valspar Varnish sailors, the Dutch Boy Painter cut-outs, the Hotpoint "El"-fies, the Welch Grape Juice children, the Kleanwell Toothbrush Imps, the Necco cut-outs, the cigarette displays and the numberless motion devices are all conscious attempts to give the sales-point a vivid human appeal.

The dealer's show window has often been compared with a miniature theatre. And even if you cannot run riot with the comparison nevertheless some stage principles do hold suggestion for advertisers. The stage manager of the popular play, "It Pays to Advertise," Sam Forrest, told PRINTERS' INK the other day how he went about staging his plays.

"The idea's the thing in any play," he said. "It must be a vital idea, one that touches the life of the people in some important way, not necessarily serious, but important. The importance is unfolded or explained from scene to scene. That is the work of the actors. People are tremendously interested in ideas when they are made real to them. They demand their own kind of ideas. You cannot aim far above them, or below them, and score a success, no matter how good everything else in the play is. They are interested in life as it appears to them and they want it illustrated and discussed and explained.

"Before I stage a piece I first call in the scenic artists and we go over it together and decide what settings we shall have. They must be appropriate to the idea and the action. In the old times, plays got along without setting or decoration; the audience's imagination was equal to supplying both; but there never was a play without idea and action. When the dialogue and action and all the accessories support each other there is an effect of unity that gives an illusion of reality. The idea has been translated into life. If the public likes that kind of life, the play is a success."

ILLUSION NOT NECESSARY

Now, of course, it would be somewhat of a large order to expect a manufacturer to create an "illusion of reality" with his window display. And it really is not necessary. Some demonstrators do play a "part" in the window, though generally it is half-heartedly done and has no real illusion. Some window trimmers, on the other hand, have the knack of fixing up a window so that it will look like a room, one that suggests human occupancy. They fit it up naturally and then throw a pair of gloves on the table, a hat, cane and folded newspaper, put an open box of candy on a chair and drop an open magazine face down on the floor beside it. It gives an illusion of reality.

But as a matter of fact this kind of illusion is generally not a hundredth part as strong as the *suggestion* of reality which a good picture conveys. It is the artist's business to see more and feel more about what he sees than does the layman, and to get his thought and feeling into his picture, and make the layman see them there. It is the same with a good photograph—it is not merely the record of the sun's reflection, but also of the artist's thought and feeling.

And, again, another reason a bright suggestion will go farther than a commonplace illusion is

that the mind generally resents having things diagrammed and spelled out for it, when a hint will answer. If you give the public a flash at what you are trying to do, it will stand for a lot of make-believe, and even admire it. It is for the same reason that the little girl gets more comfort out of her rag baby than she does out of the elaborate French doll that walks and talks. The rag baby is one of the little girl's conventions and she sees a host of things in it that no one else can see, and that she can't see in the French doll, which tells an unfamiliar story. It's the same with stage scenery: make it too real and it throws our whole sense of stage-reality out of joint.

And it is the same with window display. Too much crude so-called reality repels instead of attracts. Has it ever been possible to get wax figures so that they do not irritate one or distract attention from the thing advertised? Marshall Field & Co. use forms in the window, but never a head, wax or otherwise. The drape of a garment is all a woman wants, anyway; she can better supply the head out of her own imagination.

The business problem of the theatre is the very practical one of making a person invest three hours or so of time and several dollars in money to see a play about which he or she knows very little beforehand. The way it does it ought to be worth knowing to the manufacturer, who will be more than satisfied if he can get people to stop before his window for half a minute.

How can the manufacturer lengthen that stop so as to get undivided attention and interest? How can he make more people stop? The theatre ought to have some answers for those questions.

And it has, despite the fact that the two arts had quite opposite beginnings. Window advertising started with a mere exposure of the goods for sale. The stage, on the contrary, began with life and action, began with dancing and story-telling, and went on to ballad-singing and mummeries and miracle-plays. In short, it arose out of the play instinct, and has always had to keep close to it. When, therefore, manufacturers borrow from this source for business they are laying hold of one of the oldest and most

POROSKNIT PRIZE CONTEST DEVELOPED THIS DRAMATIC IDEA ON PART OF A DEALER. JURY FINDS DEFENDANT GUILTY OF CONTRIBUTING TO OUR DISCOMFORT AND JUDGE ORDERS POROSKNIT—A DEALER IDEA DEVELOPED IN PRIZE CONTEST

powerful influences in the world.

There are some initial difficulties to extensive borrowing. There is, first off, the serious limitation of expenditure on window display. Even though it is true that by increasing the art in the display, its desirability and life are increased, nevertheless there is no comparison between the resources of the stage and the resources of window display. There is no way we can induce a normal man to stay three hours, or three minutes, before a window. We could not even stage a 20-minute curtain raiser there. The appeal must be a "flash," or very near it.

Even if a display should prove so very interesting that people would want to linger and study it, the police would not have it so. The minute it began to fill the sidewalk and street, out it would have to go. That has happened more than once when a store has staged a more than ordinarily interesting window display.

A third difficulty is that if any display is so attractive as to choke the street, it is also probably too complicated to leave to the dealer to install, which means that a man must accompany it. That, too, has been done, by some concerns, but not for long. It has proved generally unsatisfactory.

Lastly, there is the imminent danger that if the device is too attractive, it will lead the passer-by's mind away from the article advertised. How many people can remember what advertised drink they saw coming out of the mysterious bottle that pours an endless stream? Or if it made them thirsty for the drink? Did it even suggest drinking it? Again, who has not stood five minutes in front of a window trying to solve a mechanical puzzle, and been oblivious to the article the puzzle is supposed to advertise?

These things are distractions and contain no selling force at all. They actually violate theatrical tradition, too, which insists on its "unities."

It may be said that there is a fundamental difference between the stage and the show window in that the stage does not aim to convince and impel a man to action and that the window display does. But the point is not well taken. The stage does, each effective play does, help to form a man's taste and create an appetite for more of that same style of play.

And it is a mistake to suppose that the value of a window display is always or solely to be measured by what it produces in immediate sales. No matter how many people are immediately stimulated to buy, there are always a great many more who are impressed and will become future purchasers, and would not if it had not been for the window display.

Similarly, no matter how few people buy at the time, there are always more who intend to buy later. A good window display of good goods will naturally pull more orders than a poor window display, but the influence of neither can possibly be cut off short with its removal from the window. Just as the window display gets the benefit of much of the other advertising of the manufacturer by focusing and localizing it, so it also prepares many people to be acted upon favorably by other advertising at a subsequent time.

Having now considered some of the difficulties in the way of copying the theatre, we may come to the advantages.

MINIATURE STAGES IN WINDOW

First, the physical suggestion. Swift & Company once advertised their Maxine Elliott soap by showing a miniature theatre reproducing the front of the Maxine Elliott Theatre in New York and several scenes from the play in which Miss Elliott was then appearing. The lights and curtains were operated by electricity and the whole cost several hundred dollars. It was an experiment and was not continued after a few weeks on account of the expense of taking it on circuit, but it occasioned great curiosity wherever it was shown and always choked the sidewalks. It was an exceedingly clever reproduction of the theatre and theatrical atmos-

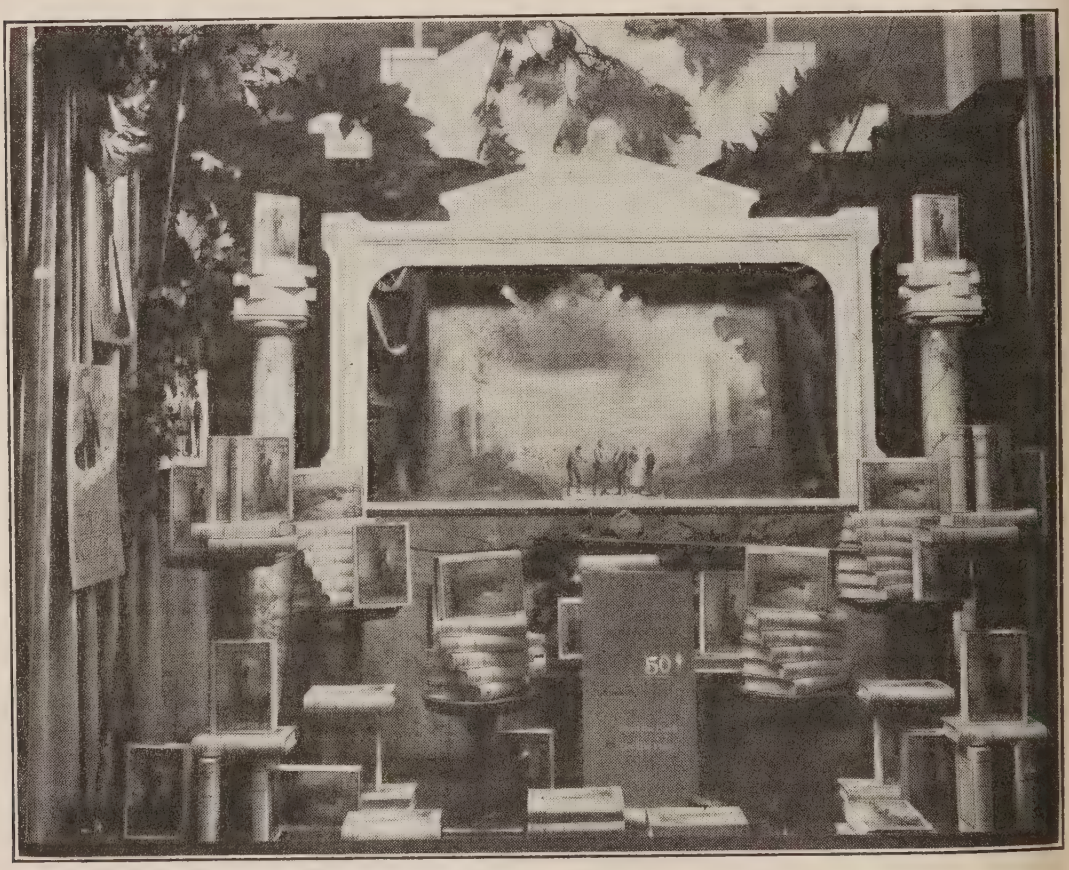
phere and on that account it caught the crowd. It sold goods, too.

The Victor Talking Machine Company has also at different times gone into the matter of showing miniature theatres with changes of scenes and lights, to advertise its machines and operatic records.

The large and expensive Autopiano display showing the "White Squadron" moving up and down the North River, and other displays of that nature are not precisely miniature theatres, but they are "dramatic" and probably had their origin in the theatre idea. The Autopiano Company has also reproduced the miniature theatre idea exactly, with changing scenes.

The colored photographs of factory scenes which the National Cash Register Company shows by means of an illuminating box in its windows are similarly suggestive, though perhaps more of the lyceum than the "legitimate."

But it is not these physical copies, or rather it is not the physical copying, of the theatre that promises most for the art of window advertising. It is rather in the adoption of the spirit which Mr. Forrest described. The dramatist and theatrical producer do not—if they know their business—start, as all advertisers do, by attempting to give the public what they think the public ought to have. Stage tradition shows that that kind of procedure is very, very expensive. The usual and the successful theatrical way is to give the public what the producers think it wants. If there is any great moral lesson involved, it is sure to be sugar-coated, or else be—which proves the point—unusually dramatic, or, if you like, sensational.



DEALER CENTRED MINIATURE THEATRE IN BOOK DISPLAY OF "TRAIL OF LONESOME PINE," WITH CUT-OUT FIGURES FROM THEATRICAL CARD OCCUPYING STAGE

What the public wants to see, if you will take the word of the dramatists and producers for it, is humanity in new antics, situations, combinations reacting to new ideas. People never get tired of the infinite variety of life. It is not always easy to tell just what kind of a combination they will

AMERICAN EXPORTER

Offers you this 275 page book FREE

It contains enlightening and valuable information on the EXPORT markets, their respective imports and the share that the United States has been supplying.

The book is of further interest to you because it contains reproductions of 230 letters from PROMINENT IMPORTING HOUSES in all parts of the globe, showing the class of houses that buy American goods in volume, reflects their methods of business and their views of present trade conditions.

This book shows, also, how the large and important business houses in all the foreign markets read the AMERICAN EXPORTER. It shows how they buy goods advertised in its columns.

Merchants and business men abroad buy with confidence goods shown in the AMERICAN EXPORTER because it excludes undesirable and dishonest advertising.

This coupon will bring you a copy, without any cost or obligation to you whatever.

AMERICAN EXPORTER, 17 Battery Place, New York

Please send, free, a copy of book referred to.

Firm.....

Per.....Address.....

Put Your Paper Problems Up to Men Who Know

Call in a Bermingham and Seaman representative. You will find him well posted in all lines of the paper business, and not trying to sell one brand of paper to the exclusion of another.

We dispose of the entire output of a number of the biggest mills in the country. Our vast manufacturing facilities enable us to supply you with paper for every purpose at rock bottom prices.

Begin using our national service for your profit by getting our suggestions and prices on your booklets, catalogues, circulars, house organ or any paper requirement.

We are always glad to make up dummies and furnish samples. Using this service places you under no obligation, and may save you hundreds of dollars.

BERMINGHAM & SEAMAN CO.

Radium Folding Enamel—Crystal Enamel—Opacity—Samson Offset—Elite Enamel—Advance Bond—and other leading brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Detroit

want at any particular time, but it's got to be human. Nothing else is sure of a run.

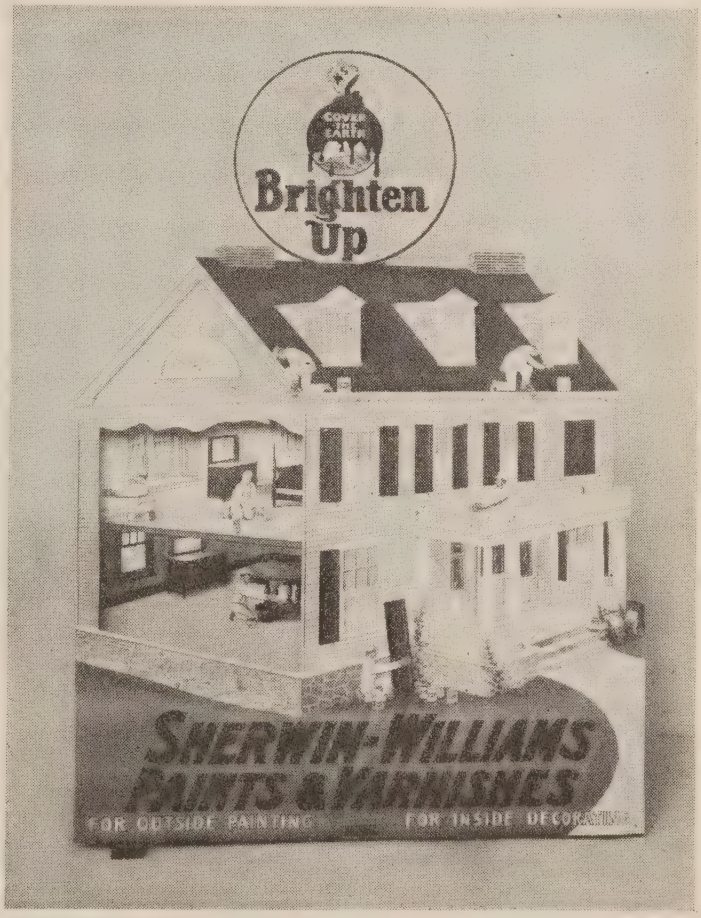
The secret of a motion play success, according to one popular writer, is fixing up a series of situations in which the average spectator *would like to take part.* In other words, when a play is interesting to us, it is because we actually do take part in it.

Another playwright lifts the lid a bit higher when he says that he looks for his plots among the problems of the day. There are a good many problems people have that they do not like to talk about to others. They are eager to learn what others think about them, but they cannot ask the question. This playwright launches the problem in an exciting play and clears the air by enabling people to discuss it impersonally, as a general social problem.

The bearing of this on window advertising is, of course, obvious. The theatre goes direct to the *spot* where the man or woman *lives.* It entertains, soothes or thrills the public with something lifted out of the public's own life and made significant by concentration on it.

Window display cannot do all of that or do it in the way the theatre can. Nothing else but the theatre could. But it can borrow a page out of theatrical practice and try to make its window copy human. Not merely "different," but human. Not merely action, or color, but action and color for a reason. Do you remember the Oneida Community bride kneeling enraptured on a chest of silver? There was a paper cut-out enlarged from a magazine page, a simple piece of lithographic work, cut out and hung in pieces on a dark curtain. It was as simple as one of these new Granville Barker stage settings, as full of sentiment as the bride herself and as fine an advertisement for Community Silver as probably could be put into the window.

Apply the theatrical test. The sentiment is right out of the popular heart. Then, there is the dramatic movement—the first glimpse of the gift—a chest full of the silver. What girl would not like to be in her place? What man would not like to give it or share it? You can see the little story before and after. The artist has caught the vital moment. He has *dramatized* the idea, as Dr. Dunn, the Community's advertising manager, would have it. He has got life, action, story into the picture without sacrificing the selling quality.



MOVING FIGURES AT WORK AT DIFFERENT PAINTING JOBS ON HOUSE MIGHT BE QUITE DRAMATIC TO A HOUSE OWNER

Run through any of the current magazines and see how strong is this tendency toward the dramatic

treatment of advertising. It is natural that it should develop there sooner than in the more expensive color display. But the need is the same. Sometimes it is a real occurrence or is a real person giving a testimonial. Often it is an imaginary scene, like those dramatized scenes in the International Correspondence School copy that visualize the idea in a second. The tobacco and automobile industries that have spent more money on advertising than any other industries, perhaps, are in the very forefront of this dramatizing movement. Study their copy. "Human interest," of course, describes it, but "human interest" is a pretty broad definition. It is not always brisk; a lot of it is just the reverse. It is not all smart or clever, or novel. But it holds up the mirror to some particular scene, character or circumstance selected out of the panorama of life, that fits the case and both interests its public and focuses attention in the product or service advertised.

People will forgive a lot to advertising if it amuses them, if it shoots its message across in an interesting way. You know people think in pictures. Many people can hardly understand each other until they begin to speak in illustrations —"Suppose, for instance, I were to do so and so," or, "Let's call this Smith's store and you are Smith, and I come in and say," etc., etc. That is why the tobacco advertisers are responsible for "Velvet Joe" and the "jimmy pipe" smokers and have linked up so many popular favorites in the theatrical and sporting world with their brands.

"VELVET JOE'S" HIGH COMEDY

"Velvet Joe" is the homely old character whose gentle philosophy and smoke seem inseparable. We all know the type and are glad to listen for a moment to what he says. And what he says always has an intimate, kindly interest which is just as good dramatic material in its way as is furnished by "Shore Acres" or any of the other bucolic stage pictures. "Velvet Joe" is getting into the window now.

There was a time when automobile construction was so uncertain and prospects so uninformed that there was need for technical copy and lots of it. And for certain classes to-day there is need of the same kind of detailed description. But the need for this in space copy is passing. It is better taken care of in the sales literature. Automobile copy, as a whole, in the general mediums is lending away from the demonstration ideal to the dramatic.

Now we have the picturing of scenes in which the prospective purchaser might very well be expected to like to play a part. It is not merely an illustration of the utility of the car, but a suggestion of all of the bright and pleasant scenes and incidents into which its possession lets you. "Look at all the fun you're missing," it says in effect.

Probably that is the most effective kind of dramatic appeal, but there are other points to be made and we find these illustrated in a variety of ways in the current copy on "B.V.D." Underwear, Palmolive Soap, Ivory Soap, Eastman Kodak, Valspar Varnish, Porosknit Underwear, Kellogg Toasted Corn Flakes, Cream of Wheat, Oneida Community Silver and many other advertisers. In all of these you will see how the advertisers have gone on from argument to illustration and built up a little story around the idea of service or utility.

And those others who can do no better, pay tribute to the idea by using the "pretty girl" picture.

WINDOW ADVERTISERS DOING IT

Now, there are a few advertisers in the window display field that are using lithographic color, and motion displays and, when they can, built-up displays with the dealer's co-operation to embody ideas that have human life, warmth and movement in them. The whimsical, grotesque and humorous are not necessarily ruled out of the category, either, although these are rather concessions to the necessity for trade-character individuality than embodiments of the dramatic idea.

(*Continued on page 69*)

"THE WONDERFUL YEAR"

By

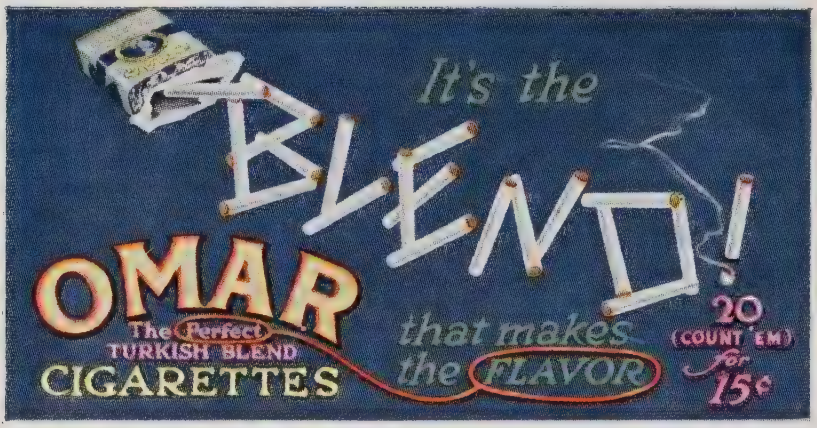
WILLIAM J. LOCKE

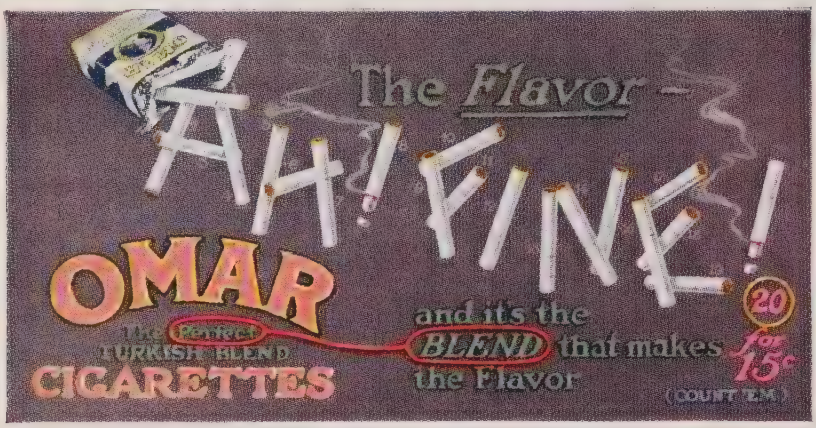
The lovers of "The Beloved Vagabond," of "Septimus," and of "Jaffery," will welcome this latest novel from Locke's whimsical pen. To his long list of quaint and ever charming characters is now added the lovable *Fortinbras,* merchant of happiness and godfather to all the storm-tossed dreamers of the Latin Quarter.

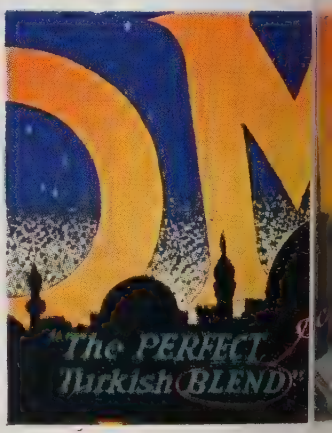
For "The Wonderful Year," Harper's Bazar has paid $15,000. The publishers are sparing no expense to make Harper's Bazar not only the most beautiful but the best rounded of all magazines in the woman's class field. We believe that when you publish the very best Fiction, as well as the very best Fashions and Society Features, then you have a magazine that is assured of leadership in its class.

"The Wonderful Year" is probably the most expensive single feature that will be published by any class magazine in 1916. It begins in the January number of

HARPER'S BAZAR







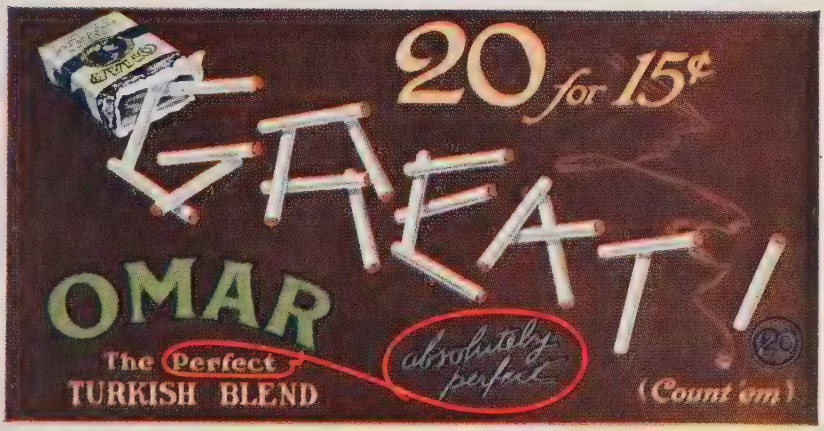
FORTY M

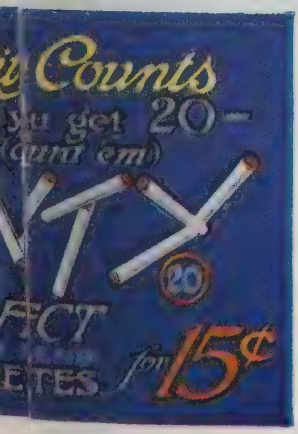
FORTY MILLION (40,000,000) people ride al twenty-four hours. Each card teems it attention and hold it. Every one that s s In what other medium can a story be ca ie directly and so thoroughly?

STREET RAILVA

CENTRAL OFFICE
First National Bank Bldg., Chicago

HO E C
Candler ldg.





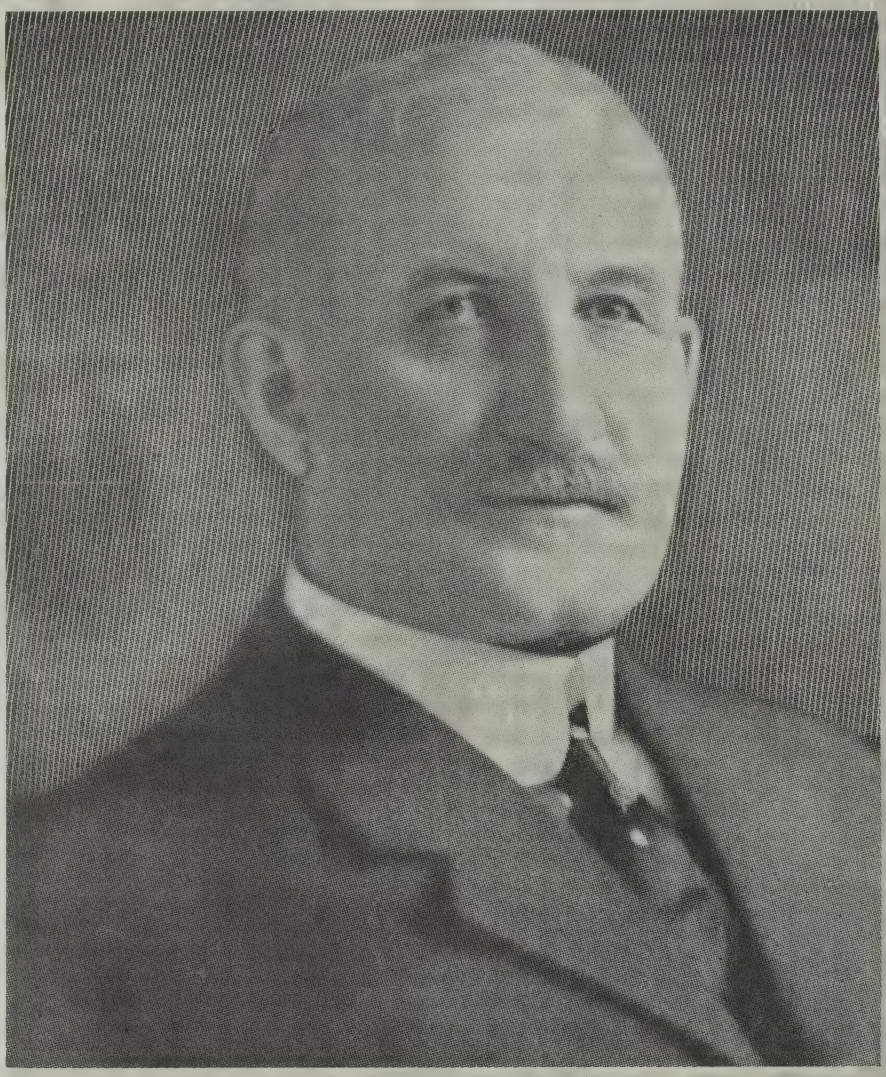
CN A DAY

ith these cards for from 10 to 40 minutes every roict" advertising. They attract immediate oice will seek them with their eyes frequently. so many smokers so often, so attractively, so

AD ERTISING CO.

York

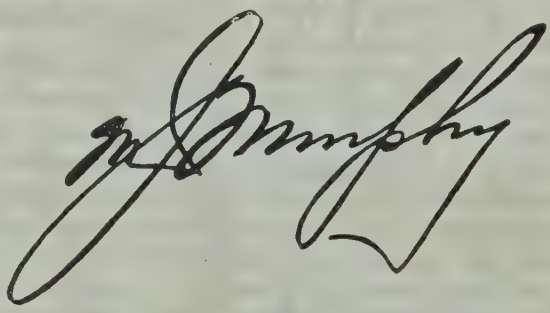
WESTERN OFFICE
Humboldt Savings Bank Bldg., San Francisco



BUILDERS *of* AMERICAN BUSINESS

M. J. MURPHY, PRESIDENT
OF THE MURPHY CHAIR COMPANY

"The idea back of SYSTEM—making one business man's best tested idea available to all business men—is a good one. We get ideas we can use out of SYSTEM and I find it worth my time to read it."



NUMBER XXXVII in the series of portraits of readers of SYSTEM

We may frankly admit that this development of window display along the lines of popular interest, while of the greatest importance from the advertiser's point of view, does nevertheless offer a problem worthy of the best thought and art. How to include in a normal scene a trade character that has generally been deliberately chosen for its oddity, how to get in package, trade-mark, trade-name, slogan and at the same time convey an interesting idea that shall link all up together, is a creditable task for any advertising man.

There is a difficulty in selecting particular displays to illustrate one given point or another, for the reason that it is one thing to lay down the principle and another thing to know the exact conditions prevailing in the business and the trade. The accompanying pictures of window displays do, however, illustrate the attempt to work out or "dramatize" a selling idea, and the reader can judge for himself how successfully it has been done. The instances selected are not taken solely from current cut-outs and displays, which are more or less familiar to most national advertisers, but also from the displays prepared for or by retail dealers to advertise national products, and so are perhaps more novel and various than would otherwise be the case. Some of these were gotten up in competition for prizes.

A POROSKNIT IDEA

In the Chalmers Knitting Company's recent $20,000 window-display competition, one of the most interesting and dramatic displays was the one reproduced with this article showing "Judge O'Comfort" and a jury finding a fat man guilty of failing to keep cool by wearing Porosknit. The jury is made up of sportsmen of all sorts clothed in Porosknit. The idea is perfectly clear. If the execution had been better—and it is above the ordinary—it would have been very impressive and possessed, no doubt, great selling power. It was shown by the Hayes & Wooley Company, of Spokane.

In the typical Gillette razor window display the eye flies at once to the vivid lithographs, goes from one to another until they are exhausted, then sweeps over the packages and large signs, and then at last reads the lettering. The mind is seeking out something interesting, vital. The windows are rarely what would be called dramatic windows, but the pictures in them do verge on the dramatic, and one can easily come to the conclusion whether the windows would have been strengthened or weakened by extending the story-telling or dramatic element.

Some of the best "dramatic" displays are made by book houses. Perhaps it comes easier to publishers to suggest dramatic displays to advertise dramatic stories than it does to other kinds of advertisers. The gaily illustrated jackets of the books suggest it, too. It also often happens that the books have been dramatized for the stage or the stage play published in fiction. All those things help. At any rate, the window display advertising "The Trail of the Lonesome Pine," though a year or two old, is one of the best examples of dramatic treatment noticed, while being, as Grosset & Dunlap's advertising manager said, "one of the finest specimens of direct results of co-operation we have on our records." It was elaborated by a Newburgh, N. Y., dealer from a hint in the publisher's house-organ. Just in front of the stage, scarcely seen in the picture, are a rifle, fishing tackle, etc. The cut-out in the theatre is made from a card advertising the play. The window is not a perfect dramatization of the idea, because it is broken up into other things, but it shows the big idea in a strong way.

ANOTHER BOOK EXHIBIT

A recent Brentano window display advertising the book "Still Jim" has the same strength and weakness—if it is a weakness, as theatrical principles would indicate, to mix in the books with the picture and scatter the attention. It is, at all events, judged by prevailing standards, a strong display. The story is laid in Arizona, and the Arizona atmosphere is suc-

cessfully given by using sand, cactus plants, a stuffed coyote, Western hats, revolvers, belt and holster, and six or eight pictures from the reclamation service of the great dams with which the story is concerned.

It naturally would follow from what has gone before that lithographic color would lend itself very effectively to the "dramatic" purpose, so we have a growing list of advertisers, some of whom have been mentioned, and others whose names will readily come to mind, who are departing from mere trade-mark or name and package exploitation, and are getting life and action into their display matter, and getting out new kinds two or three times a year instead of once. One of the interesting tendencies is the use of small figures, which may be scattered through the window, like the Dutch Boy Painter figures, shown in PRINTERS' INK some time ago, the Waterman Ideal Pen figures, Kleanwell Imps, B. T. Babbitt's Boy Cleanser, etc., etc.

Motion displays are not necessarily dramatic, in spite of their action, but the best of them are, and they have great possibilities of development. The Sherwin-Williams motion display, shown with this article, looks dull as an illustration, but is rather striking in action as a display. A house owner would doubtless feel it rather a dramatic suggestion.

The growth of the tendency is, after all, to be judged more in a relative than an absolute fashion. We cannot quite tell how far the theatrical principles shall rule, whether we have got to have the "unities" in window display or whether the package, trade-mark and so forth must have an invariable and large place. Nothing but experience will tell.

A Telephone as a Gift Suggestion

"A Telephone for a Christmas Gift Is Most Acceptable," suggests the Louisville Home Telephone Company, in announcing the result of a contest to determine the number of calls handled through its exchange in one day. The exact number was 224,248.

Postmaster-General Hopeful About Fraud Advertising

Again does the Postmaster-General, in his annual report to Congress, urge a readjustment of second-class postal rates, with the end in view of producing greater revenue. Previous recommendations are reviewed and the conclusion is arrived at that "until some such action shall be taken to readjust rates on second-class matter and until other important postal questions, such as that of railway mail pay, are settled, no serious consideration can be given to plans for revising and reducing rates on first-class mail."

Second-class mailings during the 1915 fiscal year at the cent-a-pound rate and free of postage in the county of publication showed an increase of 20,599,665 pounds, or 1.89 per cent over the previous year. The Postmaster-General has not altered his opinion that the rate for handling and transporting this second-class matter is "patently inadequate" and imposes "an enormous and constantly growing burden on the postal revenues." The suggested action to bring about a readjustment of rates is the same that the Department had already put forth.

In connection with the recommendations made in this portion of the report it should be instructive to readers of PRINTERS' INK to refer to the issues of December 10, 17 and 24, 1914, and reread the articles by A. D. Porter which have a direct bearing on the question of second-class postage.

Discussing fraudulent advertising, the report commends the co-operation of advertisers and publishers in helping to enforce the fraud statutes: "Certain criteria have been and are being established by which the character of enterprises offering advertisements for publication can be judged or determined by a limited investigation. In rapidly increasing number publishers are lending their co-operation. This is true also of business men, trade bodies and advertising men generally. A comparison of the advertising of the present day with that of a year or more ago shows marked progress in the right direction. The movement bids fair to drive fraudulent advertising of every character from the columns of all reputable newspapers and periodicals.

The recommendations are renewed—made in the last two annual reports of the Postmaster-General—that Congress take action to declare a government monopoly over all telephone and telegraph systems. In concurrence with the Secretary of War the Post-Office Department asks for authority, as a beginning in this direction, to take over and operate the telephone and telegraph facilities of Alaska, Porto Rico and the Hawaiian Islands.

Wilson's Evaporated Milk in Newspaper Campaign

The Indiana Condensed Milk Company, St. Louis, is advertising Wilson's Evaporated Milk in newspapers. Premiums are offered in exchange for the labels cut from the front of the can.

Trade-marking the Names of House-organs and Other Periodicals

Federal Rulings Cited That Bear on the Question

Special Washington Correspondence

EVEN if it be deemed not worth while to *copyright* the contents of each issue of a house-organ or other periodical it may be distinctly advantageous to *trade-mark* the name of such a journal. This, apparently, is the attitude of many prominent firms in the United States, judging from the increase within the past few years in the number of applications filed at Washington, D. C., for the registration of the names of books, papers, etc. Many concerns, however, do not seem to realize that it is possible to protect the name of a publication in this way.

Some manufacturers are only too glad to have any of the contents of their house-organs reprinted by other periodicals, and consequently they refrain from copyrighting for fear the copyright notice may frighten off the "exchange editors."

But no business man, presumably, is desirous that the title of his periodical be copied or closely imitated. Trade-marking is being resorted to in order that such flattery may be prevented.

In one direction is to be emphasized the difference in status between the copyright and the trade-mark in this connection. If the proprietor of an uncopyrighted periodical undergoes a change of heart he may at any time begin copyrighting and secure such protection as the copyright affords for all successive issues. But the publisher who intends to trade-mark a title may fortify his claims if he applies for registry as soon as possible after the name becomes current.

How extensive are the rights that may be conferred by trade-mark registration for the name of a publication were indicated by a United States Circuit Court back in 1894, when it was held that the words "Social Register," as applied to a list of persons resident in a certain locality, compiled by its publisher with reference to the personal and social standing of such persons, constitute a valid trade-mark, and that their use by the publisher of a competing list would be restrained.

Several years earlier the Court of Appeals of the State of New York, had before it the rather memorable controversy over the use of the word "Sleuth" on publications designed to appeal to lovers of tales of adventure. In this case one publisher in the controversy issued a series of works of fiction under the title "Old Sleuth Library," while his rival put out a similar series of pamphlets under the designation "New York Detective Library." But the latter publisher used as individual titles in his series such captions as "Young Sleuth, the Detective in Chicago," "Young Sleuth, the Keen Detective," and "Young Sleuth on the Trail." Over this partial duplication the trouble arose, but the court held that the publisher of the "Old Sleuth Library" had no exclusive right to the word "Sleuth," and that there was not such similarity in the rival publications as to mislead the public.

PUBLICATION'S RIGHT TO TRADE-MARKED TITLES

It was in the case of the Grocers Journal Company vs. the Midland Publishing Company, which was heard in Missouri in 1907, that there was laid down most clearly the principle that the right of technical trade-mark exists in the title to newspapers and periodicals. A year earlier, in the case of the New York Herald Company vs. the Star Company, a United States Circuit Court had ruled that the complainant was entitled to protection in the use of the words "Buster Brown" as

a trade-mark for a comic section of a newspaper. This decision was confirmed upon appeal. Incidentally the case of Gannett vs. Rupert brought forth the court mandate that a publisher of a periodical has a property right in its name which a court of equity will protect against infringement by another who may use such a name, either alone or with other words, as a title for a similar periodical.

Clashes over the use of the names of books and plays have brought considerable consolation for interests that desire to enjoy exclusive rights in the use of the names of house-organs, advertising booklets, etc. In the case of Frohman vs. Payton the former, who had acquired the sole right in this country to the French play "L'Aiglon," was granted an injunction against his competitor, who proposed to bring out under the same name an entirely different play. However, during this present year, 1915, the courts passing upon the dispute of Stringer vs. Frohman held that the author of a book called "The Shadow" could not enjoin a theatrical production under that title when the book had no connection with the play, and many other books and plays had been previously published under the same name.

You never can tell what sudden turn of affairs may render trade-mark protection desirable for the title of a literary product. This has been most convincingly emphasized of late by the growth of the motion-picture business. Numerous appeals have been made to the courts by interests that objected to the appropriation of valuable titles by the "movie" promoters. Within the year we have had the case of Marc Klaw, Abraham Erlanger and Robert Hilliard vs. the General Film Company which resulted in the decision that the name of a drama is a valid trade-mark.

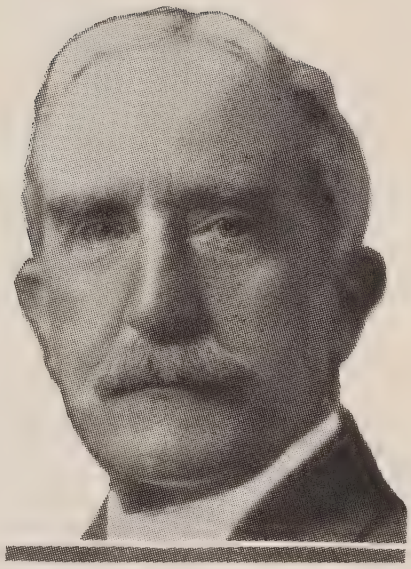
The precedent which is counted upon to allow the trade-mark registration of the name of almost any house-organ was established only in the year 1914. For a quarter of a century or more decisions of the Patent Office tribunals and of the courts have sustained the principle that the name of almost any newspaper or periodical sold by subscription or otherwise is eligible for trade-mark registration, and after house-organs began to appear registration was granted without demur for the titles of several of these business-boosting journals. When, however, the Curtis Publishing Company sought registration for "The Swastika" the examiner of trade-marks refused the application and raised the point that a magazine or other publication that is distributed free for advertising purposes is not "merchandise" within the meaning of the Trade-mark Act. When the case was appealed to the Commissioner of Patents he demurred at any such drawing of the line between paid-for and complimentary periodicals and pointed out that the publishers expected to get a return, indirectly if not directly, for the freely distributed magazine. Hence he ruled that the name of the house-organ could be registered, and probably the question will not be raised again.

HOW UNFAIR COMPETITION IS INVOLVED

Where trade-mark registration of the title of a house-organ or other periodical is lacking or when it is desired to make a doubly strong case against an imitator, something may be accomplished by recourse to the laws against unfair competition. This element figured in the case already referred to of Gannett vs. Rupert in which the publisher of *Comfort,* the magazine issued at Augusta, Maine, protested against the use of the title "Home Comfort" on a magazine published in New York, even though the latter publication was different in character from *Comfort,* being devoted chiefly to the care and feeding of infants and carrying, as was duly set forth, advertisements of a different character from those in the Maine magazine. The most inter-

(*Continued on page 81*)

Mr F. R. Perkins, President of Charles H. Fuller Company. He has devoted two decades to building successes out of new ideas. He has shaped and directed the destinies of enterprises from their beginning until they have achieved the national distinction of being the biggest of their kind.



Frank Presbrey, of the Frank Presbrey Co. He has been identified for 20 years with such universally known business leaders as Pennsylvania Rubber Co., Shredded Wheat, U. S. Steel Corporation. He is one of the world's most successful builders of big business.

These Unknown Builders of Empire Respond to America's Need.

The men whose faces appear on these pages, and others equally prominent whose pictures will appear later, are strangers to countless thousands. Yet their influence on the lives of America's hundred millions is as great as that of the nation's Senate and as intimate as the marriage rite.

The Congress at the Capitol is ever in the nation's eye; these men do their mighty work in seclusion; but while the solons of Washington may make public statutes, these men daily amend the laws of private living.

While Joffre and French and Hindenberg bend

Percy B. Bromfield, President of Bromfield & Field. He has been connected with the advertising business for many years in connection with the "Christian Herald" and "Success," and later in the advertising agency business. He is best known in connection with the development of W. Atlee Burpee & Co., the great seed success of the period.

John Lee Mahin, of the Mahin Advertising Co. He has one of the best known business names in the United States. He has been the directing genius behind the trade developments that have made some of our best known millionaires. He is the author of the standard "Ten Tests of An Advertisement" and a pioneer in the fight for business ethics.

Bigger Better Business

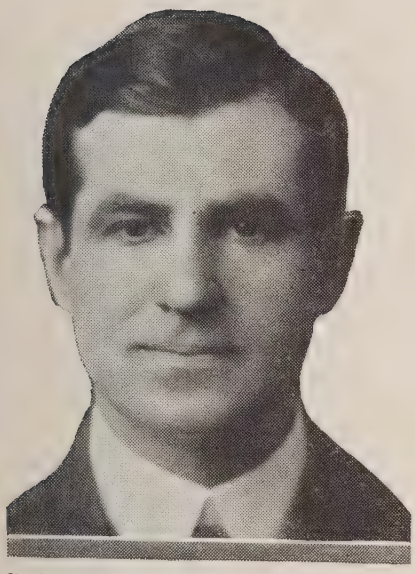
in their tents to map the world's destruction, these men pore over peace charts and plan a nation's upbuilding. And when the giant brains of Europe are thrown in the scale of eternity, their appraisal will be less than these men's, for these generals of peace are raising while the war-mad monarchs raze.

It is the work of inventors to discover new utilities,

CHICAGO HERALD

Circulation Over 200,000 Daily

The question is "Not how much circulation an advertiser gets," but "how much he gets that he can use." The Herald means Most of the Class and the Cream of the Mass in Chicago.



S. O. Landry, of the Chambers Agency, Inc., one of the most progressive firms of business builders in the South. He has had signal success in developing specialty businesses by mail and gave important aid to the promotion of Savage Arms, Beechnut food products, and other conspicuous successes.

Carl M. Green, of the Carl M. Green Co. He has accumulated an exceptionally diversified experience in business promotion, and is one of America's most successful marketers of automobiles. His success with Berry Bros.' varnishes and other products ranging from silos to corsets is notable.

Bigger Better Business

but it is the function of these men and their co-ordinates to make us utilize them. Others may devise commodities, but these men devise the means to get them to us.

But for their sales genius the best ideas of our laboratories might serve only the families of their creators. Many now mighty factories would be but

CHICAGO HERALD

Circulation Over 200,000 Daily

The Chicago Herald's circulation reaches all available newspaper readers in a city of 668,000 where the circulation of all the other Chicago papers is negligible.

William S. Power, President of Power, Alexander & Jenkins Co. He has been an important business builder for twenty-five years. He developed the idea of banking by mail, and as a result of his pioneer work, almost every important savings bank in the country has opened a mail department.

Collin Armstrong, of Collin Armstrong, Inc. He develops business for prominent New York corporations, steamship lines and other important interests. Mr. Armstrong plans the promotion work of Cluett, Peabody & Co., and is a specialist on publicity for public utilities and municipalities.

Bigger Better Business

a single lathe and work bench, were it not for their scheming toil.

But for their efforts the automobile would still be merely a successful experiment, instead of a universal aid. The phonograph, the safety razor and a hundred score other conveniences are enjoyed only because of their far-sight, their persistence.

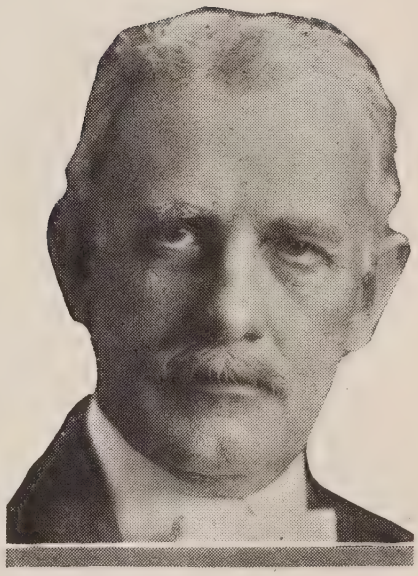
As the kings of old played chess with legions, so

CHICAGO HERALD

Circulation Over 200,000 Daily

The Sixth Largest Market—Among morning papers the Herald's readers are the sixth largest audience in America.

Charles W. Hoyt, of Hoyt's Service, Inc. He is an author and speaker of note along sales lines. Formerly Eastern sales manager for Armour & Company, he has repeated with various industrial products the success he made for the great packing company. The spectacular progress of Erector Toys has been made under his direction.



Russell M. Seeds, of the Russell M. Seeds Co. Formerly a newspaper man, Mr. Seeds' most distinguished achievements have been his applications of modern merchandising and promotion methods to the difficult fields of tool steel, automobile accessories and other specialties requiring peculiar study and cautious initiative.

Bigger Better Business

they move ships and rail trains. Their squares are the nation's cities and their pawns eight hundred thousand stores.

Co-operating with the CHICAGO HERALD for America's prosperity, these men who earn thousand-dollar fees at a sitting, will publicly advise our manufacturers, discussing distribution and sales plans.

Successively in seried articles they will state the

CHICAGO HERALD

Circulation Over 200,000 Daily

If the exclusive Herald readers were collected together, they would fill the north side of Chicago and all north shore suburbs without a single other newspaper entering there.

Fred M. Randall, of the Fred M. Randall Co. He has been connected with large Western enterprises for years. His constructive work in developing from its inception the North American Construction Co., which sells houses by mail under the brand name "Aladdin" is deservedly well known.

W. R. Hotchkin, Director in the Cheltenham Advertising Agency. He is one of America's best informed authorities on retail distribution. Formerly with Gimbel Brothers and Wanamaker's in high executive capacities, he is now engaged in surveying new business lines for important national enterprises.

Bigger Better Business

laws of constructive selling and outline methods that create business.

They will talk in these articles of merchandising, of the ways in which big sales are made. They will tell how to broadcast an invention, or to place a new product in a million homes. They will write of entering new markets, the methods of increasing consumption, how national demand is created and

CHICAGO HERALD
Circulation Over 200,000 Daily

The number of Heralds delivered to the homes or sold to newsdealers in residence sections exceeds the largest evening Chicago carrier circulation by over 10,000.

Paul C. Faust, Secretary of Mallory, Mitchell & Faust, Inc. He is a specialist in dealer research work. He believes in preparation for sales campaigns rather than in brilliant methods, and holds that more commodities fail for lack of this preparation than for almost any other factor.

Major Patrick F. O'Keefe, of the P. F. O'Keefe Advertising Agency, of Boston, has been connected with advertising business in Boston for nearly thirty years. He counsels a number of nationally known manufacturers and their success is the evidence of his greatness.

Bigger Better Business

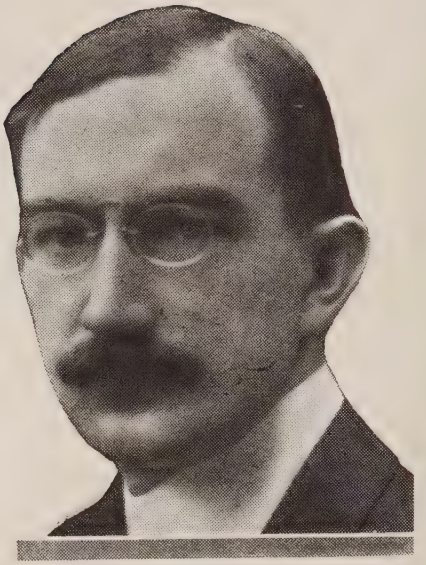
plans for advertising are laid. They will point the ways to better, bigger business. For they are the accredited pilots of commerce, the directors of the nation's trade.

The prosperous days we have hoped for, the winter of promise, is here.

But opportunity is only a raw material; it must be factured and fashioned to give yield. The need

CHICAGO HERALD
Circulation Over 200,000 Daily
Newspaper readers of Herald City pay $1,200,000.00 a year for Morning Heralds.
How much could they pay you for your product?

James Rascover, President of Albert Frank & Co. Mr. Rascover is best known for his remarkable success in sending Americans abroad, but the conspicuous effects of his work in making us a nation of travelers have been duplicated by the demands he has created in many other lines of business.



St. Elmo Massengale, of the Massengale Adv. Agency, the oldest and largest advertising agency in the South. Mr. Massengale was a pioneer in the promotion of Southern States industries, and has contributed largely to their recent rapid progress by developing new markets for their products.

Bigger Better Business

of the country is more business; and those who help to make it will get the lion's share.

These business building articles are now running daily in The CHICAGO HERALD. Salesman and manufacturer, ambitious youth and inventor, read and heed what these men have to say.

CHICAGO HERALD

Circulation Over 200,000 Daily

Cone, Lorenzen & Woodman

Eastern Representatives

225 FIFTH AVENUE
NEW YORK

CANDLER BUILDING
ATLANTA, GA.

esting point made by the court in deciding this case was that a publisher in order to gain redress against a rival concern must offer proof that he has been injured by the simulation of the title of his publication.

Similarly in the case of Harper & Bros. vs. Lare an injunction was denied because it could not be shown that fraud or deception had been practiced in the sale of a book entitled "The Fram Expedition. Nansen in the Frozen World," which had been complained of as very similar to "Farthest North—Nansen."

Several years ago the Motor Boat Publishing Company, publishers of a magazine called *Motor Boat,* endeavored to restrain the Motor Boating Company from publishing a periodical under the name *Motor Boating,* but the courts held that the names were not so similar as to deceive the public. It is worthy of mention that in this and a number of other similar cases it weighed heavily with the court that the color and general designs of the covers of the rival periodicals were so dissimilar that no one would be likely to mistake one publication for the other.

DESIGN OF COVER, ETC., TAKEN INTO CONSIDERATION

Despite the latitude seemingly sanctioned by the above decisions, however, it need not be supposed that one firm can appropriate the title of another concern's periodical by making a slight change on the name. This was made clear in the case of the Suburban Press vs. the Philadelphia Suburban Press Company in which it was held that the publisher of a magazine called *Suburban Life* had the right to restrain the use of the title "Philadelphia Suburban Life," especially in view of the fact that the newer magazine resembled the one first started "in style, illustration, and general scheme of title page." That cover designs will be given very definite protection by the courts was made manifest by the decision of the courts in the case of J. S. Ogilvie Publishing Company vs. the Royal Publishing Company.

When two or more periodicals are merged it will be the safest course for the continuing publishers to use the old titles in full if they desire fully to protect themselves with respect to trade-mark and other rights. This appears to be the moral to be drawn from the situation that arose after the *Interstate Grocer* purchased the plant, name and good will of the *St. Louis Grocer and General Merchant,* merging the two trade papers and discontinuing the use of the last-mentioned title. Later this publishing house was unsuccessful in an effort to enjoin the publication of the *Eli Grocer and General Merchant* on the ground of similarity of title.

In conclusion it may be said that whereas the names of most house-organs and many advertising publications are open to trade-mark registration the Patent Office has repeatedly ruled that trade-mark registration cannot be granted to an advertising novelty that is properly the subject of a design patent.

Accused of Unfairly Appropriating a Street Number

The theft of advertising is charged against Max Woloveck, owner of a dry-goods store at 329 S. Main street, by Samuel Handler, proprietor of the Globe Bargain Store, 288 S. Main, in a suit for $300 damages filed in justice court recently.

Handler alleges that after he had spent $125 calling the attention of the public to a "large and special sale of merchandise" at 288 S. Main, his competitor on November 6 displayed in the window of the store at 329 S. Main a sign bearing the figures "288."

This was done, the petitioner declares, to deceive the public into believing Woloveck's store was the place where the special sale advertised would take place. Handler considers this unfair business competition, he says.—Akron, O., *Beacon Journal.*

H. D. Crippen with Johns-Manville

H. D. Crippen, formerly with the United Profit-Sharing Corporation, has succeeded Edward A. Cassidy as general sales manager of the automobile accessory department of the H. W. Johns-Manville Company, New York.

Advertising a Machinery Accessory That Must Be Made to Order

Campaign Is Educational; Inquiries Being Invited, but Not Forced

FOR some manufacturers of products of a technical nature the receipt of inquiries in advance of attempts to sell seems to be quite essential. An educational campaign, pure and simple, is not enough. However, the inquiries should not be forced; they should come as a result of real interest in the product and a belief that it may be something worth buying—that it may create a factory economy in the plant of the prospective purchaser. This presupposes some sort of an educational campaign; otherwise the belief that perhaps the product is something that ought to be purchased would not exist.

The Morse Chain Company, of Ithaca, N. Y., makes a product that cannot be sold from stock; one that is high in price, of technical nature and that must be designed—each one that is sold—to meet the particular requirements of the service it is expected to give. While this product has been advertised in various ways for a number of years it was not until comparatively recently that the advertising became interesting and attractive in appearance. No attempt is made to trace the effect of this on the business, but the growth of sales is constant, as these figures will show:

At the end of 1911 there had been placed in service approximately 500,000 horsepower of Morse Silent Chain power transmission; at the end of 1912 this had been increased to 600,000 horsepower; in 1913 to 800,000, and at the end of 1914 to 1,200,000 horsepower. By the end of the present year there will be in service 1,500,000 horsepower, probably more.

In tracing the company's development in an advertising way, it is found that up to November of 1911 quarter pages were used in many papers in the trade and technical fields. The next year half pages became the standard size and a border was adopted showing to good advantage the construction of the chain that the company sells. This chain border has continued in use down to the present and in addition to furnishing a setting for the copy that is attractive and "different" it serves to identify the Morse advertising and acquaint prospective buyers with the construction of the chain. This is important, for the principle of this chain is such that it requires illustration to be understood.

In 1913 the size of copy was increased to pages, in part at least, and at present practically nothing but page copy is used. The nature of the development of the advertising since 1913 is thus stated to PRINTERS' INK by W. E. Meadwell, the company's advertising manager:

ADVERTISING IN BEST PAPER IN EACH FIELD

"From the 1911 scheme of 'hitting him often,' you will note that we were gradually getting around to the point where it was a case of 'hitting him hard,' and at the beginning of the present fiscal year we decided upon the plan of selecting the *leading* paper in the field we wished to reach and use all our money for that field in one paper, thus 'hitting him hard *and* often.'

"This, of course, could apply only to the prospects reached by that one particular paper, but assuming that the better prospects read the leading paper, we feel that it is better to reach those men than to use smaller or lesser space in three or four papers in a field and not be sure of having the advertisements seen and read. There are three or four instances where we use more than the leading paper in the field, but that is caused by our desire to reach a certain section through a 'sectional' paper."

Lately the advertising in publi-

If, in buying space, advertisers were to substitute cold facts for guesswork, impressions, or personal preference, Scribner's Magazine would carry the sales story of many more worth-while products into its more than one hundred thousand above the average homes

We have the facts. We are prepared to show you and will appreciate the opportunity

Richmond's Prosperity Reflected in the Paid Advertising Gains of the

Richmond Times-Dispatch

Virginia's 90% Home Delivered Newspaper

A Wholesome Record for Daily and Sunday Editions

	Daily	Sunday	Total
Four months ending November 30, 1915 . .	844,438 lines	849,786 lines	1,694,224 lines
Four months ending November 30, 1914 . .	757,652 lines	752,080 lines	1,509,732 lines
Gain	86,786 lines	97,706 lines	184,492 lines

Four Months' Gain for Daily . . . . . **86,786** lines
Four Months' Gain for Sunday . . . . . **97,706** lines

TOTAL FOUR MONTHS' GAIN . . **184,492** lines

ADVERTISING SERVICE ABOVE PAR

MEMBER AUDIT BUREAU OF CIRCULATIONS

HASBROOK, STORY & BROOKS, Inc.
Special Advertising Representatives
NEW YORK PHILADELPHIA CHICAGO

cations devoted to well-defined fields has carried an illustration of Morse chains in actual operation and geared up with machinery in a plant of that special field. Thus, a publication in the rubber field showed the chain drive from engine to line shaft in a Massachusetts rubber mill; in a coal-trade paper was illustrated a chain-drive of a coal mine ventilating fan and in a paper-trade paper a portion of a paper mill, with motor linked up by chain drive with the paper beaters.

In all of its advertising it has not been possible, of course, for the company to bring the illustrations so near home as in the cases cited above, but it has endeavored in every case to show the chain *working* in a photographic reproduction, the principle of the product's mechanism being shown in the border illustration.

So much for the educational features of the periodical advertising. With the exception of three booklets, nothing has ever been featured as special "bait" for direct inquiries. The chief purpose of the advertising has been to explain the merits of "silent chain transmission" in comparison with gearing, belting and rope driving.

The first of the booklets above mentioned was advertised quite extensively in connection with the educational copy and eight or ten thousand copies have been distributed as a direct result of the advertising. It shows how Morse chains have been used in power transmission in a variety of manufacturing plants and tells of the design and operation of the chains in greater detail than would be possible in a trade-paper page.

The other two booklets are now being advertised in some of the mediums, a coupon being used to influence inquiry. Both booklets are entitled "A Chain of Evidence," one referring particularly to transmission of power in textile mills while the other illustrates and describes some of the company's installations of large power drives in plants of various sorts. The latter booklet contains the kind of information that would be valuable to the engineer of any power plant in determining whether or not he might use this particular make of chain drive to advantage. This method of selling, explained by Mr. Meadwell, will show just how the educational advertising and the inquiries resulting from the offer of the booklets are put to important service:

"We have no men who are continually on the road hunting up

ATTRACTIVE COPY, DESIGNED FOR A PARTICULAR FIELD

business," he stated, "as we depend largely upon our trade and technical advertising to educate prospects upon the advantages of transmitting power through silent chains and a good percentage of those who write us for quotations on drives, or for full particulars on the product are already either fully or partly convinced that silent chain transmission is what they need and want.

"We have offices or representatives in ten different cities in addition to the main office at Ithaca, and at each of these places are trained men who are first of all *engineers* on the subject of power transmission and second *salesmen.*

SALES NOT FORCED

"You will note that I have placed engineering as the first qualification, and salesmanship second. The reason for this is that no one is a prospect unless his problem *permits* the use of our chain drive; therefore the man who sells our product must first be able to decide whether or not its use is permissible under conditions as they obtain, or whether it would pay the prospect to change his conditions so as to permit the use of silent chains.

"Much of this investigating into conditions is done by our engineers radiating from their offices, but probably most of it is done by mail.

"Just as soon as we secure the name of a prospect in the market for our chain transmission, we send him a copy of our 'information blank' and on this sheet he outlines his problem, for each different drive requires individual consideration. In some instances after this blank is returned to us, properly filled out, additional information must be secured, but in the majority of cases the data that the blank furnishes are found sufficient.

"After the drive is designed our engineers proceed to sell the prospect, showing just what the drive will do, how it will be better than other systems and why Morse chains will prove a better investment than other types."

There is another method, aside from the advertising with the special illustrations in the trade and technical papers, that the company employs to show prospective buyers just how its method of power transmission will serve their particular requirements, even though the right chains are not carried in stock and have to be made "to measure." Sixteen cards in post card size have been prepared, each bearing a large half-tone illustration of some special use to which the chains are being put in widely varied industries. There is, for instance, an illustration of the Morse drive linked up with a stone-crusher in a cement plant; another showing a chain-driven triplex pump; and still another showing eight chains, each 21 inches wide, connecting the water-wheels and generators in an Oregon hydro-electric plant. The reverse of the cards tells why the chains give satisfactory service, with a half-tone illustrating the principle of the "rocker joint."

The news columns of the various trade-papers are scanned for items that indicate a possible sale of chains to new or remodelled plants. A return postal card is mailed each concern that appears to be a prospect, together with one of the picture cards showing, if possible, an application of the chains similar to one it is likely to use. The return half of the double card is stamped so that all the prospect has to do is fill it out and mail. A large percentage of the cards sent out are returned with the sort of information that enables the Morse company to figure requirements and make quotations. Others simply desire copies of the publications that are listed on the back of the card and still others say "nothing doing," which permits of their names being stricken from the list and further postage saved.

R. O. Eastman with Fuller & Smith

R. O. Eastman, advertising manager of the Kellogg Toasted Corn Flake Company, Battle Creek, Mich., will leave the employ of that company January first and will join the staff of Fuller & Smith, Cleveland advertising agents.

WALDEMAR KAEMPFFERT has a faculty of making the important news of science and invention simple and interesting to everybody and that is the one big reason why the circulation of the new and greater Popular Science Monthly is moving upwards at a pace exceeding *5,000 copies a month.

Over 200 articles and 300 pictures in every issue.

February to press Dec. 24.

POPULAR SCIENCE MONTHLY
239 Fourth Avenue
New York

19 South LaSalle Street - - Chicago
A. T. SEARS, Western Manager

**This is putting the brakes on a statement that could now easily be doubled without going outside of the facts.*

—Mailed Free—the PARSONS Paper Tests
With the aid of the simple tests illustrated in this little book—"How to Test Bond Papers"—you can readily tell whether the printer or the paper salesman is right in his claims for the paper he wants to sell. They're paper-makers' practical tests, easily understood by anybody. Mailed free to any paper-buyer who will write for it on his office stationery. We also send samples of Parsons Old Hampden Bond, made in 10 colors, which can be had from any printer. Write today for "How to Test Bond Papers"—and compare Parsons Old Hampden with the Bond you are using now.
Ask your Printer About PARSONS OLD HAMPDEN
PARSONS PAPER COMPANY, HOLYOKE, MASS.
Makers also of Parsons Scotch Linen Ledger
Paper Makers Since 1853
PARSONS HOLYOKE, U.S.A.
How to test Bond and Ledger Paper
PARSONS
OLD-HAMPDEN-BOND

Heavy Appropriation to Re-establish "Sweet Caps"

Strong Outdoor and Street-Car Showings Coupled with Novel "Helps" Relied Upon

WHERE is the smoker who, on harking back forty years or so to his swimming-hole days, will not rediscover the fact that his earliest flirtations with My Lady Nicotine were in some measure associated with Sweet Caps? That forty years from now present generations may be able to do the same, the American Tobacco Company has already contracted to invest at least $150,000 to re-establish in the popular memory the well-known red fez, with its sunburst aurora trade-mark that distinguishes this old and famous brand of cigarettes, and this appropriation is but a beginning.

To this end outdoor painted signs are being utilized in a campaign which, starting about sixty days ago, has been extended rapidly to include the States of Ohio, Indiana, Michigan, Illinois, Missouri, Wisconsin, Montana and Idaho, gradually taking in all the big cities west of Pittsburgh, with the exception of those of the Pacific Coast. The copy is also appearing in the surface, elevated and subway cars and stations of New York and Brooklyn, and, according to present plans, other territories will be taken on as the campaign develops.

A SET OF THE "ASK DAD" PAINTED DISPLAYS

The remarkable point about this new campaign for Sweet Caporal Cigarettes is that it is not the result of a falling off in sales. On the contrary, according to George Hill, of the American Tobacco Company, the sales have been increasing remarkably well of late.

"About five years ago," said Mr. Hill to a PRINTERS' INK representative, "there was a noticeable increase in popular favor for the

blended cigarette made of a combination of Turkish and Virginia tobaccos. Two years ago we made an investigation of the situation anent Sweet Caporals—such a blend cigarette—and found that without any pushing or effort on our part, nevertheless the sales of this old and well-known brand were increasing. Therefore it is not now a case of reviving a brand of outworn popularity, but simply making the most of an unstimulated increase in popularity by advertising Sweet Caps again.

"I don't know of any older brand of cigarettes than Sweet Caps, nor of any that has so many friends. I don't care what cigarette a man may smoke to-day, if he will review his years as a smoker he'll be pretty sure to find that Sweet Caporals have very probably figured somewhere in his smoking history. It was probably a Sweet Cap that he tried to keep lighted swimming with the burning end in his mouth. It was probably a pack of Sweets his mother found in his pocket when he was asleep in bed. And in a lot of cases you'll find men who could well afford any of the expensive brands still smoking Sweet Caps to-day because they like them.

"Like many other things, Sweet Caps have had a lot of bad things as well as good things said about them, but the fact remains that there has been of late a steady increase in their favor, and it was for this reason that we decided to advertise them again."

For a time recently copy bearing on the quality of the cigarette and its long life was run in a general list of newspapers in the Middle West.

"Then one day," said Mr. Hill, "one of the outdoor sign men came to us with an idea that crystallized some thoughts on the subject which had been running in our minds, but which had never found expression. This, in brief, was the slogan—'Ask Dad, *he* knows'—making capital of the long life of the brand and the idea that probably a majority of smokers have broken in on Sweet Caps.

THE UNITED CHAIN HELPED OUT BY WINDOWS LIKE THIS

The Detroit (Sunday) News Tribune

Net cash paid circulation average per Sunday, September, October and November, 1915

147,620

The Sunday News Tribune net cash paid circulation is fully 20% larger than that of its only competitor.

Furthermore, the Sunday News Tribune offers the advertiser the exclusive advantage of thoroughly concentrated home circulation. The A. B. C. auditor credited the Sunday News Tribune with 50% greater home delivered circulation in Detroit, than its only competitor.

Detroit News (week day evening)
Net cash paid circulation average September, October and November, 1915,

177,141

The Florida Metropolis of Jacksonville

increased its foreign advertising for the first eleven months of 1915 more than 1,000 inches over the same months of 1914.

Its morning contemporary *lost* more than 12,000 inches of foreign advertising for the same period.

There's a reason

The E. Katz Special Advertising Agency

New York Chicago Kansas City

The possibilities for reminiscent copy were undeniable, and we therefore decided to adopt this idea and push it for all its worth, making it 50 per cent an appeal to sentiment and 50 per cent a reason-why copy proposition.

"We have already contracted to spend $120,000 in the 'paints,' which, with our car and newspaper advertising, will bring the present appropriation to at least $150,000. This is just a beginning, however, as we expect to extend the campaign further, according to how things develop."

A teaser skirmish preceded the appearance of the first copy on the boards, and the first "paint" showed simply the red trade-mark fez with its red, blue and yellow aurora, and the enigmatical command direct—"Ask Dad, *he* knows." All kinds of dodges were resorted to in arousing the public curiosity as to the meaning of the riddle; automobile processions, parades of parti-colored sandwich men in costume; cards, handbills and tickets bearing catchy epigrams tying up to the cryptic slogan posted in cafés, lunchrooms, restaurants and other places of popular resort.

And a further significant fact developed before the cat left the bag; one that those who believe in the perennial possibilities of an old familiar trade-mark which has not been advertised of recent years would do well to consider. On investigation it was found that comparatively few of the present younger generation were able to place exactly the well-known Sweet Cap trade-mark, and, while suspecting the teaser "paint" to be a cigarette ad, couldn't name the brand positively.

Some of the copy that is calculated to start the old-timers chuckling in fond remembrance are such questions as: "Who smoked his first Sweet Cap the day that P. T. Barnum came to town? Ask Dad, *he* knows"; "Who smoked Sweet Caps when everybody was singing 'Annie Rooney'?" A sample of the reason-why copy is "Why are Sweet Caps sold in the highest-class clubs and hotels?"

An adjunct to the campaign will be educational work by means of photographs to impress the retailer and his customers with the present sanitary methods of rolling Sweet Caps by machinery, and also contrivances like revolving counter-stands showing full-size leaves of Virginia tobacco under glass, before and after the stem has been removed. A lithographed window display made up on the "Ask Dad, *he* knows" plan is another feature of the dealer-helps.

Inadequate Advertising Bill in Congress

Representative Adamson, of Georgia, chairman of the Interstate Commerce Committee, has prepared a bill against fraudulent advertising for introduction in Congress. The bill, which harks back to the old form of advertising laws which have been found inadequate in New York and Massachusetts, provides:

"That any person, natural or artificial, engaged in interstate or foreign commerce, who shall make, utter, use, or circulate any false statement, verbal, written, or printed, in pictures, signs, or symbols, or in letters, circulars, posters, books, newspapers, or otherwise, as to the character, quality, quantity, or value of any goods, chattels, or merchandise being shipped or sold in interstate or foreign commerce with intent to cheat or defraud, and who shall thereby cheat or defraud any person whomsoever; or who, by deceitful means or artful practices in interstate and foreign commerce with intent to cheat or defraud, shall cheat or defraud any person whomsoever, shall be guilty of a misdemeanor."

The bill provides that violators of the proposed law shall be punished by a fine not exceeding $10,000, or in the case of an individual or an officer or agent of a corporation, or of a partner, by imprisonment not exceeding five years, or by both fine and imprisonment.

Changes in Capper Organization

Ralph W. Mitchell has been appointed resident manager of the Kansas City branch of the Capper Publications, Topeka, succeeding Tom D. Costello, who has resigned to become manager of the Western office, at Chicago, of the Associated Farm Papers. Mr. Mitchell has been associated with the Capper Publications in various capacities for nine years.

Mr. Costello succeeds Harry T. Evans with the Associated Farm Papers, who has resigned.

Victor H. Young, who has been with the Bates Advertising Company for three months, has been appointed general manager of that agency.

The Ayer & Son Advertisement
(*Concluded*)

Florida grows and ships millions of oranges yearly. Her deposits of phosphate rock are quite the most remarkable and the most productive in the country. Her fisheries are a source of large income, her cigar manufactories are of vast importance, and the value of her naval stores amounts to many millions.

Not by any chance would we underestimate Florida's position as a producer, but all these affairs —the mines, the factories, the produce farms, the crowded wharves are, after all, the incidentals, necessary because they contribute to the material welfare of Florida and her visiting throngs.

So long as you have your Palm Beach and your old St. Augustine, your golf links and your pine forests, your jasmine vines and your groves of orange flowers, your Gulf Coast and your inland streams, the paradise of fishermen, you are doing your share, Sister Florida, so just keep on advertising your own beautiful self.

You have your Plant System and your Flagler System (monument to one man's abiding faith in you); your Seaboard Air Line and your Atlantic Coast Line; your Mallory Line and your other steamship lines. Keep them loaded with searchers after health and happiness, who in their own grooves show the seeking look which only you can efface.

Lying there cradled in the murmuring blue, you have a mission to perform which is so big and so wonderful that the costliest printed page and the farther-reaching herald are scarcely worthy to carry your message to the waiting thousands. If it were ours to do, we would publish your beauty to all the world and have carven over your wide-flung gates "Deus hæc otia fecit"—"God Hath Made This a Rest."

N. W. AYER & SON,
Philadelphia
New York Boston Chicago

New York Central R. R. Resumes Its Advertising

After a Lapse of Two Years the Campaign Steams Up Again—A Harbinger of Better Times

As an indication of the general improvement in industrial conditions throughout the country, the New York Central Lines have resumed advertising again, after a lapse of about two years, during which they have done but a little intermittent local advertising. From a reliable source of information it is understood that the Central had been investing in the neighborhood of $150,000 annually for advertising when they stopped. As a starter, the new campaign, which began recently, includes a general list of newspapers covering the entire territory east and west of Buffalo in all cities embraced by the Central's territory. Among the cities included are New York, Detroit, Cleveland, Buffalo, Chicago, Rochester, Syracuse, Albany, Utica and Troy.

The copy will run into big space, the first three ads scheduled measuring 381, 540 and 700 lines respectively. The initial ads have to do with the schedule accuracy of the Twentieth Century Limited, which, according to the copy, has a record for the year ending October 31, 1915, of 99.66 per cent on time. Simultaneously appeared the big ad featuring Thomas A. Edison's comment on the roadbed of a Western railway: "Their tracks are like the New York Central's—and that's about as near perfection, I suppose, as they make railroads." The third ad features the fact that, of the 2,000,000 automobiles operated in this country, more than nine-tenths were manufactured in the industrial centers served by the Central. It contains a eulogy on the automobile, ending with the comment: "It facilitates transportation and expedites business. It brings millions of people within easy reach of the railroad, 'the people's automobile.' It helps to make travel a pleasure, the purpose and achievement of the New York Central Lines."

As a harbinger of improved industrial conditions that this renewal of advertising indicates, the general passenger agent of one of the prominent Eastern railroads said to a Printers' Ink representative:

"It is a fact that passenger traffic has picked up well of late. It is always the case that, when times are hard, the falling off in passenger travel does not occur for some time after freight carriage declines, and when the freight business picks up again, the passenger traffic takes a proportionate lapse of time to get back to normal again."

Asked if the Lackawanna expects to increase its space as a result of the return of good times generally, George A. Cullen, general passenger agent of that road, said that it will keep on about as usual.

"When hard times struck the country," said Mr. Cullen, "we kept right on advertising, on the theory that, when times are bad, that is the best time to advertise. Now we plan to continue advertising as we have been doing."

THIS ROAD WILL CONTINUE ADVERTISING, "AS USUAL"

W. C. Hope, general passenger agent of the Central Railroad of New Jersey, takes much the same view as Mr. Cullen.

"We don't expect to increase our advertising, but to keep it up, just as we have been doing. Advertising a railroad is like advertising anything else, and when times are slack we believe that that is the logical time to advertise for business. We've been advertising right along, and now that things seem to be picking up, we expect to continue as usual."

Speaking to a Printers' Ink representative on the subject of railroad advertising in general, P. V. D Lockwood, advertising manager of the New York Central Lines, said:

Silver Services for Clubs, Cafes, Restaurants

WHILE most widely known for our sterling and silver-plated flat and hollow ware for household use, we have for years specialized in complete services for Clubs, Hotels, Restaurants, Institutions, etc., creating, when desired, exclusive designs. Also special and exclusive designs for trophies, presentation pieces and ecclesiastical silver. Estimates, illustrations and samples on request.

INTERNATIONAL SILVER CO.
Meriden, Conn.

Makers of
1847 ROGERS BROS.
"Silver Plate that Wears"

PAPER *TALKS*

PAPER can say many things before you print a word upon it. Quality, for instance. Or lack of Quality.

STRATHMORE Quality

PAPERS

Strathmore is the buy-word of advertisers who want to have the paper of their printed matter say the same thing their words say.

The next time you have a job to print let the paper help you. If you haven't our Sample Books, write us or ask your printer.

STRATHMORE QUALITY

STRATHMORE
PAPER CO.
MITTINEAGUE, MASS.
U. S. A.

"Our proposition fundamentally is no different from that of any other advertiser. We advertise to increase our business. If we did not believe that our advertising had that effect, we would not spend good money for it. And by increasing the business I do not mean merely to divide competitive business with other carriers, but on the contrary to *create new business.*

"Does advertising a specific train create new business? We believe it does. Take the Twentieth Century Limited. In advertising that train we bring home to the business man the fact that he can leave New York one afternoon, be in Chicago in the morning, transact his business and start back the same afternoon, reaching his office in New York after an absence of only one day. It is to impress him with this economic advantage from a standpoint of time and efficiency that our publicity in this case is directed.

COPY FEATURES THE TESTIMONY OF A MAN MUCH IN THE PUBLIC EYE

"There are occasions when we take advantage of some circumstance such as the beginning of the 25th year of service of the Empire State Express, to tell our story, as was recently done in the New York City newspapers. This gave us an opportunity to emphasize the great degree of safety in railroad travel. In all the years of service of that train, which since its inaugural run has traveled over six and one-half million miles, every one of its approximately eight million passengers has been carried safely to his destination. We advertised this fact to impress the public with the feeling of security that induces travel.

"We also feel that good will helps to sell our goods just the same as it does any article of commerce, and our advertising helps to create good will. We believe that it is constructive, that it builds prestige and makes friends for us. It serves to emphasize the value of the service rendered by the railroad to the whole economic structure. We have chosen as our slogan the words, 'For the Public Service,' and by giving expression to the spirit of these words through the medium of the printed page we believe that we are furthering the cause of mutual understanding, a condition beneficial alike to the public and the railroad."

Postal Receipts Indicate Increasing Business

Receipts at the 50 largest post-offices of the country for November, 1915, showed an increase of more than 13 per cent over the corresponding month of 1914. The normal rate of increase is about 7 per cent.

The 50 largest offices produce approximately one-half of all postal revenues.

J. W. Blake with Batten Co.

J. W. Blake, for some years with *McClure's Magazine* and the *Ladies' World*, has joined the advertising agency of George Batten Company, New York.

Price-Maintenance and the Bugaboo of "Monopoly"

Power of Exercise of Price-Manipulation One of the Trust-builder's Most Useful Tools—Price-Maintenance, on the Other Hand, a Bar to Monopoly — Argument Against Retailer's View

JORDAN MARSH COMPANY
BOSTON, Dec. 2, 1915.

Editor of PRINTERS' INK:

Are you familiar with the Stevens or Price-Maintenance Bill, copy enclosed, which gives the manufacturer the right to establish the retail price of his merchandise?

We are absolutely opposed to such legislation, as it tends to not only stifle local competition, but will surely advance retail prices to the consumer and is an interference with the retailer's conduct of his own business.

Furthermore, the establishing of a fixed retail price by the manufacturer, regardless of the location of the merchant, will work to the disadvantage of those most distant from the source of supply, in that the larger transportation charges naturally increase the cost of selling, and place those merchants at a disadvantage as regards profits compared with the more fortunate merchant nearer the source of supply.

It would prevent legitimate competition of the small manufacturers who cannot engage in business against the large manufacturers, the latter being able to create a demand for his brands by a long and continued advertising campaign. Thus it would encourage trusts, as the wealthier manufacturer alone can afford to take advantage of his privilege under the bill by forcing a demand for his merchandise by publicity.

It would cause the consumer to look to the manufacturers to make good all defective merchandise instead of relying upon the reputation and responsibility of the retailer with whom he does business. This would be an expensive and inconvenient method for both the manufacturer and consumer.

We would like to know your position regarding this bill, and if we may use your reply in a legitimate way to further our opposition to this proposed legislation.

An early reply will be greatly appreciated, kindly use enclosed envelope for same.

JORDAN MARSH COMPANY.

THE advocates of price-maintenance may be forewarned by the above letter as to the kind of opposition which they will be called upon to meet when the Stevens Bill comes up in Congress. The letter is only one of a number which have come to our notice, and which appear to have been given wide circulation throughout the country—among manufacturers and jobbers as well as publishers. We have, for example, a letter of R. H. Macy & Co., which was sent to manufacturers of women's apparel. The arguments contained in the letters are familiar enough, and may be readily disposed of on their merits. None of them seems likely to make very much trouble except possibly the contention that price-maintenance is an instrument of monopoly—that it would "encourage trusts." Monopoly is still a word to conjure with in Congress, and there is a possibility that the raising of this bugaboo may serve to start a stampede against the bill.

Now it ought to be evident by this time that one of the most useful tools in the outfit of the trust-builder is the power to manipulate prices. The keenest weapon in the arsenal of monopoly has always been the exercise of price discriminations. We find it in some form or other in practically every one of the anti-trust cases which have been decided. The power to reduce prices in territory where competition is strong, while maintaining them in the localities where it is weak, has been used over and over again to drive competitors out of business. Whether disguised as an extra quantity discount, a rebate or a "profit-sharing plan," the result is the same. It simply prevents other concerns from competing *on even terms.*

Price-maintenance, on the contrary, will go far toward insuring the opportunity for competition on the even terms of quality and service. So far from encouraging monopoly, it is a bar to the attainment of monopoly by means of unfair price-manipulation. The price that is "fixed" in the sense of being publicly known and universally applied cannot be juggled for an ulterior purpose. It cannot be lowered or increased without making the fact speedily known to everybody concerned, and without making the change applicable to every part of the country alike. The establishment

How Should an Advertising Agent Solicit an Account

A Timely Article on a Vital Subject

NEVER before have manufacturers given such careful thought to the best method of selecting their advertising agent as they are giving to-day. The recent articles and editorials in *Printers' Ink* are evidences of the interest that this important problem has aroused.

If you are interested in approaching this problem in the right way, write for the current issue of our house organ containing "How Should an Advertising Agent Solicit an Account?" by Charles W. Hoyt. It outlines a method which has appealed to the executives of many large and successful concerns during the past year.

This issue of *Hoyt's Band Wagon* will be gladly mailed free to any executive writing for it on his business letterhead. Others may secure a copy by sending 10 cents.

Hoyt's Service, Inc.

116 West 32nd St., New York

14 Kilby St., Boston

A Buying Power Worth Your Consideration

is represented by the men who read Practical Engineer. They are chief engineers, superintendents and owners—men identified with all kinds of manufacturing industries—men of influence and authority.

PRACTICAL ENGINEER

reaches 22,500 of these men twice a month. They watch its advertising pages closely—they do so in order to keep in touch with the latest and best of the products designed for use in the modern power plant. A map showing Practical Engineer's circulation by states and industries will be mailed upon request. Send for it.

TECHNICAL PUBLISHING COMPANY

537 So. Dearborn Street

CHICAGO, ILL.

of a one-price-to-all policy is the most cordial invitation to a competitor to come in and give better quality at the same price, while the old system of price-cutting is a warning that the small competitor would better watch out. Subtract from the Government's anti-trust cases all the evidence which has to do with price discriminations, rebates, preferential discounts, and the like, and you will have mighty little left to base convictions on.

It may strike Congress as curious that the retail interests which are fighting this particular measure, and raising the cry of "monopoly" against it, are themselves the very retail establishments which come the closest to being monopolies in fact; and that the dealers who most largely favor it are the very ones which are most in danger of being crushed by monopoly. It may sound strange to hear the big department stores protesting against price-maintenance as a weapon of monopoly, while the small retailers hail it as a protection against monopoly. We only hope that Congress will get the facts straight. Nothing is better calculated to make a full-fledged monopoly howl with anguish than the inability to cut the price in the face of straightforward and vigorous competition on a quality basis.—[*Ed.* PRINTERS' INK.

Will Manage New Orleans Trade Paper

H. M. Caldwell, who for several years has been advertising manager of Levy Bros., a man's-wear store of Louisville, Ky., and prior to that time was in the advertising agency business has resigned to go to New Orleans, where he will become business manager of the *Building Review*. Both of Mr. Caldwell's sons are connected with the advertising department of the New Orleans *Item*.

The New Owner of Postum Cereal

The $33,000,000 estate of the late C. W. Post has been amicably settled, the widow accepting $6,000,000 in cash and withdrawing from the cereal company which passes to the control of Mrs. Marjorie Post Close, a daughter of the manufacturer by his first wife.

Furnishing Return Postage to Foreign Correspondents

International Postage Coupons Are Inconvenient for the Man Abroad and Besides Are Expensive — Government Suggests Buying Stamps Through United States Consulates

HOW can a firm that wants to circularize a foreign list and include return postage get the necessary foreign stamps? The ready answer of the well-informed would be: "Use International postage coupons."

But if the firm does not want to put its foreign prospects to the trouble of exchanging the postage coupon for a local stamp, where or how can it get the necessary stamps in the United States?

This is a problem that faced the Automatic Electric Company, of Chicago, recently, concerning which it has written to the Secretary of Commerce in Washington to ask what remedy he might suggest for the present unsatisfactory condition.

This company wanted to get certain information from a number of business and professional men in Manila, P. I., and wished to include in its letters stamped envelopes for reply. Upon inquiry at the Chicago post office it was told that United States stamps could not be used for that purpose, nor were the postal authorities able to tell where Philippine stamps in sufficient quantities could be obtained. So this company was compelled to hurry around and gather a nondescript collection of Philippine stamps, a fact which seriously detracted from the appearance of the communication.

"That considerable demand for foreign postage stamps exists, or could be created," says the company's letter, "seems clear when one considers the large number of petty remittances which pass, and the frequent desirability of repaying small duty charges on samples, trade circulars, and the

Do Your Sales Letters Sound Like Form Letters?

Worse still, do they look like form letters?

The first step in keeping your letter from sounding like a form letter is to avoid its having any resemblance to a form letter.

This is a matter of choosing stationery.

Then get into your letter a little of that subtle, individual appeal which is called Personality.

Our booklet "Personality in Sales Letters" will help you to do this, and you may have a copy free.

It's an honest-to-goodness booklet on Personality in Sales Letters with 21 pages of good thoughts on the subject and not a sentence in the 21 pages that mentions

Old Hampshire Bond

Our idea is that if we can get men to realize the power and importance of real letters, the advantages of Old Hampshire Bond Stationery will be apparent. Send for the booklet.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASS.

The Only Paper Makers in the World Making Bond Paper Exclusively

like, in addition to the requirements of return postage.

"Without any information as to the practicability of such suggestions, we venture the opinion that the post offices in the large centers could carry stocks of foreign postage stamps, or could receive orders for them to be filled from some central distributing point, a reasonable charge being made for the service, or perhaps it would be simpler to invite the consular officers of the various countries to keep a supply of their own stamps to meet such demands.

"We are aware of the fact that International postage coupons are issued, but they come in only one denomination, impose undue burden on the recipient, and involve a premium of 20 per cent, which seems to us to be an unnecessarily high charge."

SUGGESTS PURCHASE OF STAMPS THROUGH FOREIGN CHANNELS

When this problem was laid before E. C. Johnston, publisher of the *American Exporter,* he said:

"While there may be occasions where it would be desirable to obtain foreign stamps, the remedies suggested would seem to be out of the question. These matters were all threshed out by the International Postal Congress, and the international postage coupons were fixed as the most practical form of stamp exchange.

"For the demand it would be far too expensive for the Government to carry a large collection of foreign stamps against possible calls. The expense of bookkeeping alone would be too large to warrant it.

"Considering the expense involved in exchanging the international postage coupon, the charge of six cents for a five-cent stamp does not seem excessive. One thing that might be done, however, would be to offer a lower-priced postage coupon for those countries to which the postage is only two cents.

"While in certain cases the present system may bring hardship, I think these are probably quite isolated, and the expense involved would hardly warrant the Government to stock up with a lot of stamps that never will be called for.

"In our own case, recently, we sent out a number of circulars with a return post-card throughout the United States. We sent the same circulars to Canada, but were obliged to omit return post-card; a fact that decreased the efficiency of the Canadian campaign.

"Manufacturers who want to circularize some foreign country, on the whole, would probably find it more practical to let some local agent do it for them under the circumstances."

When a representative of PRINTERS' INK put up to the officials at Washington, who have to do with commercial matters, this problem of American business men, the almost unanimous reply was that the simple and obvious solution is to secure such stamps as may be needed through United States consular officers abroad.

It was explained that there is scarcely a country on the globe—certainly no country that offers opportunity for the sale of American goods—in which there is not stationed at least one official of the United States Consular Service, and in the case of each of the principal countries there are a number of consular representatives stationed at the leading ports. All of these consular officials are capable and willing to buy stamps in any quantity and they make no charge for the service—a consideration that may appeal to persons who consider excessive the premium paid in the case of international postage coupons.

FOREHANDED WAY OF BUYING THROUGH U. S. CONSULATES

The only possible objection seemingly, to the plan of purchasing foreign stamps through United States consular officers would be that of a business man who is eager to inaugurate a correspondence campaign instantly and chafes at the delay involved in obtaining stamps from a country such as, say, Argentina, where upward of two months may be required to transmit a letter and

WOODWARD
ST. LOUIS
The Hill Climb
shows what driving force is behind your campaign —it puts the test on reserve power.
This new Advertising Agency is hitched up to the same big motor which year after year has extended the plant and equipment of Woodward & Tiernan Printing Company. When some upgrade rises in your campaign —not down on the road map— think what it would mean to you to know your dynamo was equal to any emergency!
"Unexpected but not unprepared for" is what we say at
The Advertising Agency of
WOODWARD & TIERNAN PRINTING COMPANY
SAINT LOUIS
WOODWARD
ST. LOUIS

256,000

Largest Circulation in History of Magazin

THE AMERICAN

REVIEW OF REVIEWS

EDITED BY ALBERT SHAW

Advertisers taking advantage of the Review of Reviews' present rate secure quality circulation at 88 cents per page per thousand.

Present net rate of 225 dollars per page is based on 200,000 circulation.

The Review of Reviews offers tremendous value to both advertiser and subscriber and can be counted upon to strengthen any national magazine campaign.

Edward Healey
Western Manager
Peoples Gas Bldg.
Chicago, Ill.

R. G. Cholmeley-Jo
Advertising Mana
30 Irving Pl
New York C

receive a reply. However, Washington officials ventured the prediction that haste would probably be a factor in only a few instances, and suggested that in the average case, if a business man ordered his foreign stamps at the time he began to make up his foreign mailing-list, they would be on hand in time.

Buying stamps through consular channels certainly has an advantage over the plan of arranging to obtain them through a local agent in the country concerned, in that in the case of a consular officer no preliminary correspondence is necessary. If a business man remits the amount he desires to invest in stamps and indicates the denomination desired he should receive them by return mail. Furthermore, matter may be expedited by addressing the consular officer direct. There is no necessity under such circumstances to first write to Washington or to send remittances to the headquarters of the Consular Service. It was stated at the Department of State that United States consular officers in various parts of the world have already executed many commissions for the purchase of foreign stamps for residents of this country. Some of these purchases have been made for business men who, presumably, want the stamps to place on return envelopes, whereas other transactions have been for stamp collectors and dealers in foreign stamps who employ this means to obtain uncancelled specimens.

Officials of the Post-Office Department are not enthusiastic regarding the suggestion that stocks of foreign stamps be carried at post-offices in the United States. They point out that to put such a scheme into execution would probably require special authorization by Congress, at least to the extent of an appropriation for the purchase of the stamps, and they agree with Mr. Johnston, of the *American Exporter,* that the demand would probably not justify the undertaking. At the same time it is recognized that there will be a demand for international postage coupons of lower denomination than five cents if there is a further increase in the number of countries to which letters may be sent at the two-cent rate. Especially will this be the case if the Postmaster-General is successful in his effort to bring about with all Central and South American countries an agreement for two-cent international postage.

Query: Will It Get the Business?

The Geo. Wiedemann Brewing Company, of Newport, Ky., has risen to the situation created by the fact that no more imported beers are to be had in this country by putting on the market a domestic brew which is declared to be an exact imitation of the imported, even to the materials and methods used. In order to emphasize this, the company has been using newspaper advertising, in which the description of the beer is printed in German. A typical ad was as follows:

"Muenchener Brau—Nach aechter Muenchener Art aus reinem Malz and Baierrischen Hopfen gebraut von the Geo. Wiedemann Brewing Company."

A free translation of the above is, "Muenchener Beer, brewed according to the genuine Muenchener method from clean malt and Bavarian hops by the George Wiedemann Brewing Company."

The label or trade-mark which is being used on this special brew is designed after that which has been made familiar on certain classes of imported beers heretofore handled.

Ad Asks for a Rereading

Most advertisers think that they have accomplished something if they succeed in persuading the coy reader to glance over their announcements once; but the Roy Baking Powder Company asked, as the caption of a recent newspaper ad, "Will You Read This Twice?" Then appeared an analysis of the baking-powder situation, in which the healthful qualities of Royal are emphasized. The ad continues:

"And when once a decision is reached, let no advertisement or dealer's argument or canvasser's solicitation change the decision. It is not a question of a few cents or of pleasing a salesman. It is a question of health.

"If this appeals to you as reasonable and sensible advice, it is worth reading twice. And it is worth remembering."

S. C. Mead Will Represent Hoyt's Service

Samuel C. Mead, of Birmingham, Ala., has been appointed to represent Hoyt's Service, Inc., of New York, in Pennsylvania, Maryland, Delaware and Virginia.

How a Woman Built a Million-Dollar Chain

(*Continued from page 13*)

supplied her. But Miss Dow's stores never were without the goods, and she never maintained the resale prices fixed by the manufacturers.

CLOSE TOUCH WITH JOBBERS

At one time the representative of one of the greatest proprietary medicine concerns in the country called at her principal store and warned her that she would never again be able to secure a bottle of his company's goods as every bottle was marked with a serial number and the purchaser of every lot was recorded on the books of the manufacturing house.

While he was speaking, Miss Dow went to a window and pointed to her five-ton truck which was at that moment unloading a cargo of this article into her stock room. The serial numbers were carefully obliterated. Miss Dow never forgot the co-operation of the jobbers who had made it possible for her to win out in this fight, and by way of return, she never entered the field in competition with them.

On another occasion, the manufacturers of Freeman's Face Powders made application to the court for an injunction restraining the Dow Stores from selling Freeman's Powders at cut prices. The injunction was refused, the court holding that, so long as Miss Dow was not misrepresenting the goods or offering a substitute as the genuine article she could not be forced to discontinue the sale or to maintain the resale prices fixed by the manufacturers. The court further held that she had a perfect right to sell the goods either in the original packages or in any other packages, even paper bags, if she so desired.

Acting on this hint, Miss Dow retaliated on the Freeman people in a manner as original as it was tantalizing. She secured a stock of the Freeman Powders and emptied the contents of each box into a paper bag, sealing the bags with her own labels. When her customers asked for Freeman's Face Powders she sold them in this form, the Dow guarantee of genuineness taking the place of the original trade-marked packages. So strong was the prestige of the Dow name in the local market, owing to her extensive advertising and her reputation for honorable dealing, that she was actually able to meet the demands of her trade in this way until such time as her troubles with the manufacturer had been settled.

It would be but natural to suppose that local retailers, lined up in a solid array to fight her, would look upon her every move with suspicion. They did so. But Miss Dow never went out of her way to antagonize any of them and she always stood ready to give her most bitter antagonist the benefit of every possible courtesy.

Among the local dealers in her field there was one, a few years ago, who was particularly hostile to Miss Dow. He operated a downtown store that was in a sense a formidable competitor of her stores. And he was also a cut-rate dealer and a newspaper advertiser. His advertising was of the cut-throat variety and was directly aimed at the Dow stores. If her price on a 25-cent article was advertised as 19 cents, this man would invariably announce an 18-cent price on the same article. The spirit of his copy was distinctly unfair.

He seemed, however, to be making a losing fight. One day the agent for the real estate company that owned the store in which his store was located, came to Miss Dow and, seeking a private interview, offered her an option on the store occupied by this bitter competitor at the same rental which his then tenant was paying. He had seen which way the wind was blowing.

Miss Dow listened attentively: "Has Mr. Blank signified his desire to let his lease expire when the present term runs out?"

"No."

"Then, much as I should like to have his location, I must decline your proposition. I will open a store on the opposite corner." And she did.

Increase In Rates

After January first, 1916, the new rates for advertising in PRINTERS' INK will be as follows:

Run of Paper—

$75 per page—$150 per double page.
$37.50 per half page.
$18.75 per quarter page.
Smaller space, 40c per agate line. Minimum one inch.

Preferred positions—

Second cover—$90.
Page 5—$100.
Pages 7-9-11-13—$90 each.
Standard center spread—$180.
Center of special four-page form—$180.

Extra Color—

$30 extra for each color, for two pages or less. For more than two pages, $15 per page per color.

Inserts (four pages or more)—

$75 per page, furnished complete by the advertiser.

Classified Advertising—

40c per line flat. Not less than 5 lines on one time orders.

No advt. can exceed 35 lines.

Contracts for six or more pages received before January first will entitle an advertiser to our present rates ($60 run of paper) during the entire year of 1916, provided at least ¼ page is used in one of our January issues, to apply on this order.

Printers' Ink Publishing Company
12 W. 31st Street New York

TO ADVERTISERS

YOUR advertising set in Cloister Oldstyle would attract more attention, for there is a certain definite quality about this type face which appeals to the eye of the reading public. There is a style in type just as in the new hat you buy or in the cut of your clothes, and Cloister Oldstyle represents the positive touch of the artist in designing a type adapted to advertising requirements. This is set in the fourteen point size, and Cloister Oldstyle is made in a full series, from six to seventy-two point. Shall we show you a complete Cloister specimen?

AMERICAN
TYPE FOUNDERS
COMPANY

NUMBER 300 COMMUNIPAW AVENUE
JERSEY CITY, N. J.

Cloister Ornament No. 9

The organization already referred to which had been formed for the purpose of fighting her by means of co-operative buying and advertising, gradually ceased to be primarily a fighting organization and became a wholesome and useful competitor. One reason for this was her attitude of encouragement to all who were willing to spend their good money in local newspaper advertising. Another reason was her willingness to co-operate with them in everything that would build up an increased demand for such commodities as they were commonly dealing in.

FAIRNESS IN COMPETITION HELPED DOW STORES

An illustration of this policy may be interesting. Miss Dow's stores were for many years the exclusive agencies for Vinol, one of the biggest selling advertised proprietary remedies. One day the representative of this concern came to her and remarked that the 40-odd druggists who were united in their co-operative efforts in competition with her were very anxious to secure the sales rights for this commodity.

"Of course, Miss Dow, we will not sell them but we will protect you in every way according to the terms of our understanding."

'Look here, Mr. Man," said the little woman, "how much more Vinol would you sell in this market if you threw open the sales rights to them also?"

"Possibly 35 per cent more than at present."

"Well, if I will share the agency privileges with them, will you put the profits on the additional 35 per cent back into local newspaper advertising?"

"Yes."

"Then go ahead. You spend a third more in advertising Vinol and I will increase my advertising to correspond and I will sell more Vinol and make more money with their competition than I can now make without it."

Is it any wonder that competition with this woman ceased to be regarded as an unmitigated hardship?

Some time ago Miss Dow learned that the group who were thus competing with her were purchasing considerable quantities of a certain product for which she too had a large sale. She called upon their purchasing agent and suggested that they pool their orders with her own to get the benefit of the best quantity prices.

Since that time the Dow stores are not infrequent purchasers of emergency supplies from this group of competitors and they, in turn, do not hesitate to come to the Dow warehouse for accommodation orders which they cannot fill from their own stock.

This was what Miss Dow meant by wholesome competition.

The policy of the Dow Drug Stores has always been to push the sale of advertised goods and to advertise in large space in local newspapers in season and out of season, making greater advertising appropriations in dull times than in good times.

"Create the demand and we will supply it," was her invariable reply to solicitors who wanted to induce her to stock unadvertised goods. And when the demand had been created in this way, the Dow Stores loyally supplied it and never pushed competing lines, even though they could get such lines at lower prices. But she never conceded the right of the manufacturer to dictate the re-sale price of goods which she handled.

For example, she dispensed Horlick's Malted Milk over the counters of her soda fountain, and Horlick's only. When a competing manufacturer solicited her business and even went so far as to offer to supply her with a large quantity of his product free of cost for the sake of getting it introduced to her trade, she refused. Her reason was that Horlick had been the pioneer in this particular line, that Horlick had created a demand for Horlick's Malted Milk by liberal advertising, that she had sustained that demand by her own advertising and that therefore she would stick to Horlick so long as Horlick gave her the right goods and maintained the market.

Yet she sold only Borden's *Con-*

densed Milk for the same reason that determined her policy to sell only the *malted* milk of the Horlick Company.

When Miss Dow opened her first store after leaving the old stand, in which her father had done a shoe-string business, she began to use newspaper advertising as a regular part of her business policy. At that time, and for many years thereafter, she wrote every line of her own copy, made her own layouts and personally carried her advertisements to the newspaper offices, read the proof and paid the bills on the insertion.

And the advertising paid from the outset. It was always strongly human copy, yet never sensational in wording or in display. Price was always strongly featured and the personality of Miss Dow was as evident in every ad as in her beautiful stores. Miss Dow was essentially feminine in her interests, in spite of her practical business activities.

A lover of dumb animals, Miss Dow was one of the leading spirits in the Ohio Humane Society and she spent large sums of money in the cause of humane legislation and in the prosecution of plans for the alleviation of suffering among horses. Not content with this silent work on behalf of the brute creation, she devoted a certain part of her newspaper advertisements to the cause which was so near to her heart. Every Dow advertisement contained a plea for the horse. In summer it was "Water your horse," in winter it was "See that your horse is rough shod," in dull times it was an exhortation to "give the horse a vacation, pull off his shoes and let him run in the pastures."

This was not calculated or intended to sell drugs. But there is reason to believe that it resulted in *"indirect returns,"* in which Miss Dow was a great believer, although she would have been the last to do an unselfish-appearing act for the purpose of reaping a commercial benefit.

The newspaper advertising of Miss Dow, originally small, but intensely efficient, was increased steadily until the time of her death, when her normal schedule was about fifty thousand lines in each of the leading afternoon papers and smaller space in the morning papers.

Yet she was shrewd enough to capitalize the out-of-town circulation of these high-priced papers by means of extensive mail-order systems. Her advertisements solicited out-of-town business and featured her mail-order catalogue through which she developed a large business, and one that is growing steadily.

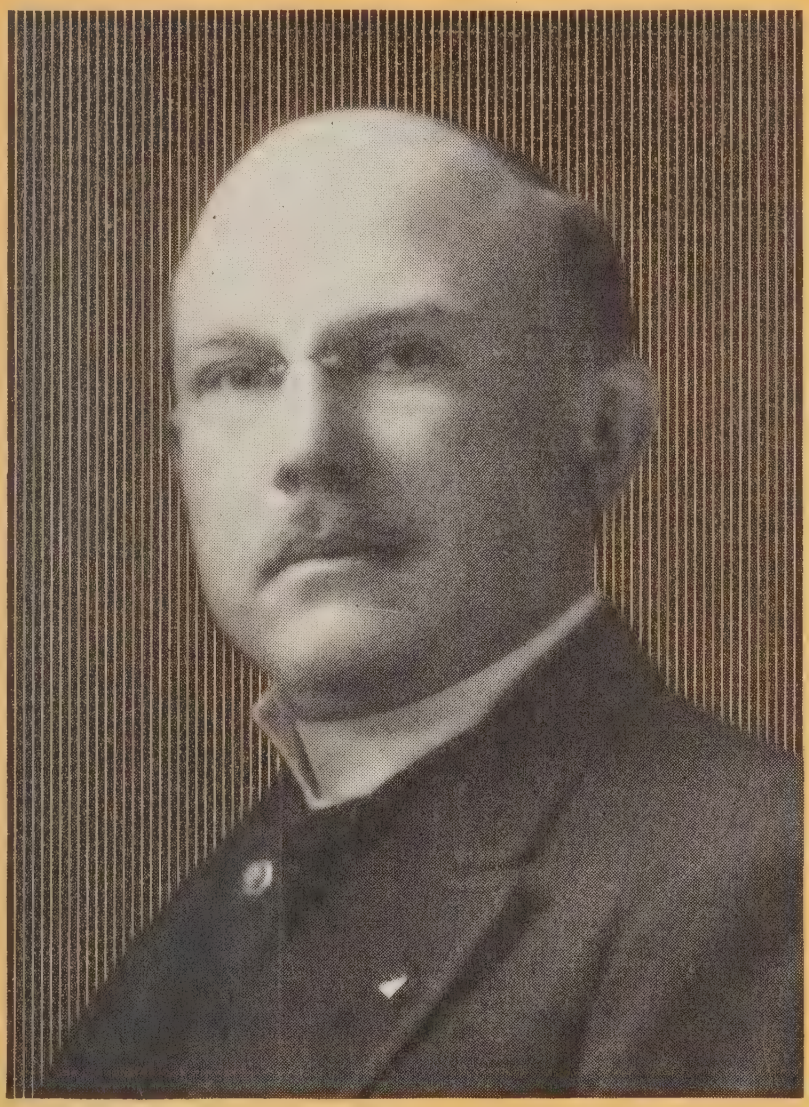
There have been some interesting vicissitudes to the Dow newspaper advertising.

Years ago, while Miss Dow's enterprises were still looked on with misgiving by some conservatives, the publishers of certain newspapers were approached by the manufacturers of a number of the most widely advertised proprietary articles on which the prices were supposed to be maintained by the manufacturers. They gave the publishers of one paper the alternative of rejecting the Dow advertising or losing theirs. And the publishers guessed wrong.

The Dow advertising, then relatively small, was turned down. Immediately Miss Dow doubled and trebled her advertising in the opposition evening paper which had remained loyal to her. It was not till the unsuccessful guesser had come to her terms that the business was restored.

Somewhat later, when Miss Dow's advertising amounted to about three full newspaper columns per week, she took offense at the editorial policy of a local newspaper that was producing big returns for the Dow Stores. Miss Dow protested against this editorial policy, which was concerned solely with matters outside of the commercial field. But the editorial policy of the paper was not influenced by her protest.

She thereupon wrote a letter to the publishers, stating it as her convictions that the editorial policy of the paper was hostile to her conception of all that she held most sacred politically and socially and antagonistic to what she



Campbell-Ewald Co.

Announce

E·St·Elmo Lewis

as

Sales and Advertising Counsel

Detroit Michigan

believed to be the common good. She cancelled her advertising contract and never permitted her advertising manager to run another line of copy in this paper.

In this action Miss Dow was actuated solely by personal and conscientious motives, as she lost business heavily as the result of sacrificing the advertising value of this publication. The story is interesting, however, both because of the sidelight it throws on the character of this wonderful woman and because of what it discloses of the *unbuyable* editorial freedom of the American newspaper. Be it remembered to the credit of the publisher of the offending paper that he refused to accept the short-rate payment for the advertising, holding that if Miss Dow purchased space in his columns under the belief that the editorial policy of his paper was thereby pledged in any manner, the misunderstanding could not honestly be capitalized by the publishers.

But it was the public to whose support Miss Dow owed the success of her business ventures and the fortune which these ventures brought to her. And to the loyal devotion of her more than 200 employees, every one of whom was personally known to her and every one of whom she regarded as a friend, she felt a sense of devotion that is rare indeed in commercial life.

It was, therefore, a beautiful consummation of her interesting life that was brought to light in her will, opened a few days after her death. In this document she remembered with substantial gifts, legacies and annuities, ranging from small sums to lifetime incomes running into four figures, every employee who had been with her for any considerable time. And to the Cincinnati public, whose patronage had made it possible for her to build up a million-dollar fortune from the humble beginning left her by her father, she bequeathed a perpetual heritage of music by endowing the Cincinnati Symphony Orchestra with all the residuum of her estate after providing for these personal bequests.

Details of Campaign to Advertise the South

The advertising of the Industrial Association of the South, mentioned in last week's issue of PRINTERS' INK, will be handled by the Dooley-Brennan Company, Chicago. It has been agreed to invest $250,000 annually for three years.

The campaign will start February 6, sections of Sunday papers being used in the larger cities from New York to Kansas City.

The officers of the association are: President, F. W. Hoover, president of the Tennessee Power Company and of the Street Railways Company of Nashville; vice-president, John M. Gray, Jr., vice-president of the Gray & Dudley Hardware Company (wholesale), Nashville; S. C. Dobbs, vice-president of the Coca-Cola Company, Atlanta, and Elmer Clark, Little Rock, Ark.; secretary, W. R. Manier, Sr., Nashville; treasurer, J. O. Cheek, president of the Cheek-Neal Coffee Company, Nashville.

Among the directors are Josephus Daniels, Secretary of the Navy; Victor Hanson, Birmingham, Ala.; Thomas Bilbo, Governor of Mississippi, and David R. Francis, of St. Louis.

Lumber—Our Biggest Industry

Lumbering is the country's biggest industry, judging from the number of persons employed, says the *Nation's Business*. This industry has 48,000 saw mills, $1,000,000,000 investment in these plants, and 605,000 men employed. The standing timber brings the total investment to $2,500,000,000.

This industry furnishes railroads a traffic income of $200,000,000 a year. Yet lumbering is one of the most depressed of industries and seems to be the victim of its own helplessness, because of uncontrolled competition. In the yellow pine industry, which comprises more than half the lumber production, chaos has resulted from ouster proceedings of the Missouri Supreme Court, bringing prices down 35.75 per cent. The past few years have entailed an estimated loss to labor, carrier and manufacturer of $89,000,000.

Poster Art in Elementary Schools

The Bureau of Public Health and Hygiene of the New York Association for Improving the Condition of the Poor has recently brought to a close a poster competition for elementary school children in connection with a "Watch Your Sneeze" campaign. Five hundred boys and girls contested for prizes in pastels, water colors, charcoal, crayon, ink and pencil. Some of the captions used on the posters were, "A Sneeze Behind (a handkerchief) Saves Nine," "Block That Sneeze! Interference Does It! Use a Handkerchief," "Smother Your Sneeze in a Handkerchief," "A Careless Sneeze Will Spread Disease, Use a Handkerchief If You Please."

WHY NOT NOW?

Eventually you will come
to learn that the

CHARLES FRANCIS PRESS

30-32 West 13th Street, N. Y.

Is the one place in this great city where in the PRINTING and BINDING of LARGE CATALOGS, COLOR PRINTING and MAGAZINES you get *what you want, when you want it* and in the best commercial style of the Art *as you want it.* Call us up 4090 Chelsea, or drop us a line.

We will attend to the rest

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

TO co-operate intelligently in working your ideas into type—and to be ready and willing to give you all possible help when you are in a hurry—that's what we mean by

"Typographic Service"

C. E. RUCKSTUHL, INC.
27 E. 31ST ST. MAD. SQ. 3620

MANY of our clients—and among them some of New York's most notable concerns—come to us when they desire quick action and unquestionable quality. We are not obliged to bid against a half dozen other printers who are possibly not in our class. All of which is said to impress you with the character of our work and absolute fairness of our prices.

Our booklet, "*Tapping the Dealer on the Shoulder*" outlines our service and covers the subject of Direct-By-Mail Advertising.

Send for it.

THE MOORE PRESS, INC.,
30-38 Ferry St. New York

GOOD goods in a poor catalog stand a poor chance with good goods in a good catalog. Be sure your catalog is worthy of your goods.

THE KALKHOFF CO.
216 West 18th Street, New York

MANY of America's prominent advertisers and advertising agencies requiring high class work in the line of

Booklets-Catalogs

USE THE

CHARLES FRANCIS PRESS

A few who do—
George Batten Co.
J. Walter Thompson Co.
Frank Seaman, Inc.
Federal Agency
And Others

Printers of PRINTERS' INK

30-32 West 13th Street, New York

COLISH

Specimens of Printing and Ad Composition have received the highest commendation from the leading printing publications.

A. COLISH, 106 Seventh Ave. New York City

ADVERTISING AGENCIES can work with us with profit because a number of our clients are of the larger type whose accounts are handled by agencies.

READ PRINTING CO.
HIRAM SHERWOOD, PRESIDENT
106 Seventh Avenue, New York

Fifteen Years Ago

we brought Process Color Printing to New York City. We aimed to perfect the product and decrease cost of production. Have we made good? See the answer by visiting our plant.

ZEESE-WILKINSON CO.
424-438 West 33rd St., New York

Specify

"CROWELL BINDING"

when you order books or catalogs. You will then get your money's worth. All styles of cloth, leather and paper in quantities.

THOMAS Y. CROWELL CO.
426-428 West Broadway, New York

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers, Advertising Agents and Publishers

The Colorplate Engraving Co.

J. E. Rhodes, Pres. 311 West 43rd St. N.Y.

Quality Color Plates

THE GILL ENGRAVING COMPANY

Our reproductions for printing in colors are of the same excellent quality as our "black and white" engravings. These have been the standard of quality for 27 years.

SERVICE EQUAL TO QUALITY

140 Fifth Avenue, at 19th St.

Phone 4440 Chelsea

ELECTRO SERVICE IN CANADA

MONTREAL, Nov. 10-15

"Dear Mr. Hirt—
I want to thank you for the consistently good service you are giving this office—both in the quality of the plates you are making and in the details of shipment and checking. The Tooke job just completed is especially good.
Very truly yours,
J. J. GIBBONS, LIMITED,
by Paul Fitzpatrick."

RAPID ELECTROTYPING CO. OF CANADA

345-347 Craig W. Montreal, P. Q.

SCIENTIFIC ENGRAVING CO.

406-426 W. 31st St., New York

Telephones Chelsea 2117-2118-2229

Best Equipped Plant in New York

Guarantees you finest plates at reasonable rates

FINE PLATES

THE STERLING ENGRAVING CO.

Designing Retouching
Halftones Ben Day
Color Process Wax

New York City, N. Y.

200 William St. Tel. 2900 Beekman

Tenth Av. cor 36th St. Tel. 3900 Greeley

Did You Ever Wonder Why

The Hearst Publications—*New York American, New York Journal, Motor Magazine,* etc., are the best illustrated in the city?

Suppose you send us your next engraving order and SEE.

METROPOLITAN ART CRAFT CO.

2 Duane St. New York

Telephones Beekman 2980-1-2

DAY AND NIGHT SERVICE

The Chromatic Process Engraving Company

DESIGNERS
PHOTO ENGRAVERS
COLOR PLATE MAKERS

129-135 Lafayette St., New York City

TELEPHONE 2394 FRANKLIN

A CLEAR newspaper cut is as important to us as the delicate magazine half-tone, or the exquisite full color reproduction of a fine painting. They are all backed by Beck.

THE BECK ENGRAVING CO.

PHILADELPHIA NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $60; half page, $30; quarter page, $15; one inch, $4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, DECEMBER 16, 1915

Will "Preparedness" Bring a Tax on Advertising?

It is declared that the recommendations made by President Wilson to Congress, concerning the new taxes which may be levied to finance the administration's programme of preparedness, are based upon Civil War experience, and are derived with sundry adaptations from the revenue act of July 1, 1862. If it be true that Congress is to take that particular law as its guide, there is a possibility that a tax on advertisements will sooner or later be proposed, and advertising men will be under the necessity of demonstrating how advertising conditions have changed since Civil War times. It is hardly likely that the section of the law of 1862, which provides for such a tax, will be entirely overlooked. Briefly stated, the law of 1862 imposed upon every publisher of a "newspaper, magazine, review or other literary or news publication" an annual tax of three per cent of his *gross advertising revenue,* in excess o $1,000. Newspapers whose circulation did not exceed 2,00 copies per issue were exempt, bu all other publishers whose advertising income amounted t $1,000 or more in a year wer obliged to make sworn statement quarterly to the collectors of internal revenue, and to pay ove three per cent of the excess t the Government.

Now advertising men are no deficient in patriotism, and are we believe, quite willing to bea their fair share of the expense of running the Government an of meeting any pressing emergency If Congress should decide that th best interests of the nation de mand a tax upon advertising, w shall pay it without whining. Bu the revenue act of 1862 is not safe guide for the framing of tax upon advertising as it is con ducted to-day. As a matter o fact, such a provision to-da would not amount to a tax o "advertising" at all—it woul simply mean the imposition of heavy penalty upon publisher and no end of embarrassment t advertisers generally.

The imposition of a tax on th publisher's advertising revenu would leave him the alternative c absorbing it himself, or of pass ing it on to the advertiser in th form of increased rates. In th former case the publisher woul pay the tax, and it would nc represent a tax on advertisement at all, while the latter alternativ would simply represent an invita tion to advertisers to use less pul lication space and devote mor of their advertising energy i other directions.

Whatever may have been th case 50 years ago, the advertise of to-day can reach the buyin public in many ways which do nc involve the purchase of space i publications. He may use poster painted bulletins, street-cars, ele tric signs, novelties, package ir serts, window and counter di plays in retail stores, premium etc. He may distribute his ac vertising matter from house t house in combination with a san ple of the goods. A tremendousl important advertising influence

conducted through the medium of Uncle Sam's Post Office, by letters, catalogues and circulars mailed direct to possible customers. All of these things are advertising, and all of them are more or less interdependent. To tax any one of them under the pretense of "taxing advertising" would be the rankest discrimination.

We are not raising the plea that the advertising industry should be exempt from just taxation, but any tax which may be levied upon the industry ought to be evenly distributed, and ought not to penalize one group of interests for the benefit of others. To impose such a tax upon advertising is no easy task, and will involve careful investigation and clear thinking. It certainly cannot be cut after the pattern of 1862.

Dramatizing Business

When the playwright reaches his big climax and the audience its spellbound awaiting the outcome of a tense situation, we call it realism. We think for the moment that the actors on the stage are saying and doing exactly what they would say and do in a similar situation in real life. Far from it, however. The chances are that if we happened to witness the same actions in real life we should ring for the patrol wagon. The art of the playwright has selected and arranged a series of events so that the effect is *dramatic,* and we applaud. But real life does not compose events in the order of dramatic intensity, and the actors in reality do not commonly speak in heroic language.

Something of the same art which the playwright uses to give otherwise sordid and commonplace events a dramatic significance is at the hand of the business man, and business men are more and more learning how to make use of it. Instead of letting the new product lose itself in the vast ocean of undistinguished commodities, the wise manufacturer dignifies it with a name and surrounds it with definite characteristics. Instead of permitting the natural and unrelated course of events to control its destiny, he selects and arranges a series of events which will work together towards the general purpose. In other words, he "stages" his campaign; he "dramatizes" his product.

A particularly striking example of the way in which a product may be thus lifted out of the commonplace is the recent campaign of the Burroughs Adding Machine Company on behalf of its machine for retailers. The machine was ready for the market, and in the ordinary course of events the company's sales force could be trusted to dispose of a reasonable quantity. But instead of letting the machine slip into a humble place at the end of the long line of products, the company planned to make its introduction a real event, both in the eyes of the customer and of the sales force.

For six weeks after the first announcement of the new machine, no orders were permitted to be taken. Consumer advertising was run in big space, and the sales force was keyed up by a series of special bulletins—but the "release date" which had been established was rigidly enforced. In true dramatic fashion the interest in the machine was forced higher and higher, and when the day finally arrived on which sales would be authorized one of the salesmen sat up until midnight with a customer in order to be first under the wire. His sale was dated at 12:02 A. M. In the first three days, 576 machines costing $125 apiece were sold, and the total sales for the month were 1,206. Moreover, the sales *exclusive of the new model* broke all records for the same month in the company's history.

Now what the company did in that instance was simply to make an otherwise commonplace event dramatic by holding its audience in suspense, and by a skilful use of advertising to sustain the interest up to the point of complete disclosure. Business is a series of such commonplace events, and

it is in the peculiar province of the advertising man to give them dramatic significance.

Advertising to Remedy Labor Troubles

"The company shall publish, under the direction of the President's Executive Assistant, a periodical which shall be a means of communication between the management, the employees and the public, concerning the policies and activities of the company. This periodical shall be used as a means of co-ordinating, harmonizing and furthering the social and industrial betterment work, and of informing employees of the personnel and proceedings of conferences, boards and committees, in which they are interested. It shall record events pertaining to social and industrial activities, and be a medium for making announcements with reference to the same, and for diffusing information of mutual interest to the company and its employees."

Thus, in the language of formality, the Colorado Fuel & Iron Company, of Denver, announces its departure from the policy of secrecy as to its corporate affairs. The paragraph is quoted from the agreement between the company and its employees, which marked the end of one of the bitterest labor wars on record, and the first number of the publication referred to has recently come to hand. It represents a rather significant application of advertising to the prevention and settlement of labor troubles—a field which has hitherto been practically undeveloped.

The importance of such a move as this, in our opinion, should not be minimized. Much will depend, of course, upon the skill with which the work is handled, and the success which attends the company's efforts to make its policies and its ideals understood by those to whom the message is addressed. Many of its employees are of a low order of intelligence; many of them cannot read or understand the English language. Recent events, culminating sometimes in terrorism and bloodshed, are fresh in the minds of all concerned, and it is not likely that either party will give the other credit for full sincerity. Under such circumstances a campaign of good-will advertising—for that is exactly what it amounts to—must work under a heavy handicap, but it can hardly fail to serve the company's purpose better than did the old policy of silence.

Carrying the new order of things one step further, the company might advertise in the local papers in Colorado, if its new publication is a success, as an added means of making its employees familiar with its policies and strengthening the bond of union between the employees and company. The company's own organ is not the only means, indeed, that is being employed at present to bring about an era of better feeling. Two men who have risen from the ranks of the miners make it their sole business to mingle with the men, learn their needs, hopes and grievances, and disseminate among them a better understanding of the company's position toward them. This work is largely sociological, but so is that of the company's journal and so in a last analysis would be newspaper advertising, were the company to employ it.

We have stated in PRINTERS' INK in the past that public service corporations desirous of their patrons' good will have frequently put off using the press as a advertising medium until a crisis in their affairs arose, and then the method became more difficult of employment. In a similar manner, concerns engaged in a basic industry, like the Colorado Fuel & Iron Company, might better foster good will of employees before trouble comes. Having neglected this, however, it is not too late to build a stronger co-operative feeling through the public press after a crisis in their affairs has passed. This is really a substantial way of building for future better understanding.

Bishop & Company, Los Angeles, Cal., have started a newspaper campaign on Calarab Candy Figs, Calorange and Calapricot, all fruit confections, which are packed in trade-marked packages and retail at 30 cents a box.

Analyze Your Mediums Through The A. B. C.

The days of circulation guessing have gone by the oard. Today the advertiser insists upon having facts ght before him before he adds a publication to his list. Whether a edium represents quality or quantity, the advertiser has three vital uestions to ask before adopting it:

How Many?
What Class?
Where Distributed?

"A. B. C. Service" gives the advertiser this information in a uniform, andardized, comprehensive form. It not only tells him the net paid cir- lation and where it is distributed, but gives a detailed analysis from which may determine its adaptability to the advertising of his product. "A. B C. rvice" eliminates guess work—places space buying on a commodity basis.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street, Chicago

Your Future House Organ

What it should be, where it must go, and how intimately it may be related to the development and expansion of your sales plans, are topics of real and timely importance.

In a Big Organization A Good House Organ is a Commercial Necessity

Will you discuss the subject with a man experienced in newspaper, trade journal, advertising and house organ methods and results?

"L," Box 373, Care Printers' Ink

WE introduce the public to the best magazines and produce circulation for the leading publishers. Branch offices in the larger cities of the great middle-west.

Established 1900.
Incorporated 1908.

WINSLOW G. SMITH, *President*

Magazine Circulation Co., Inc.

327-333 So. Dearborn St.
CHICAGO, ILL.

500 Concerns Gather to Size Up Export Field

First Session of the International Trade Conference—Exhibit of Development of an Export Order—Important Speakers Tell of Financial and Industrial Problems

THE first International Trade Conference to be held under the auspices of the National Association of Manufacturers took place in New York, December 6 7 and 8. The object of the conference, briefly, was to discuss a seven sessions and a dinner wha part the United States can play i handling the manufacturing re quirements of the world. To thi end the manufacturers' associa tion had the support of twenty eight other trade bodies, includin the banking and transportation in terests of the country. Abou seven hundred persons, represen ing about five hundred differer concerns, many foreign countrie banks, magazines and newspape attended.

One feature of the conferen was an exhibit of approved met ods of packing goods for foreig shipment. The smallest item this exhibit was furnished by t A. I. Root Company, of Medin O. This was a live queen bee a parcel-post box, with a wi screen for ventilator. The box about 3 by 2 by ¾ inches. T largest of these exhibits was waterproof piano box.

Another of the exhibits w "The History of an Expo Order," showing by actual doc ments and model forms every st in the handling of an overse shipment; from the foreign m chant's original order, throu various steps of credit, banki shipment and insurance to acknowledgment of the fore merchant's remittance. This hibit included 200 distinct for

His Excellency, Federico fonso Pezet, Minister from P speaking at the banquet on Tu day evening, December 7, c

cized in a friendly way the reluctance of American manufacturers to guarantee return tonnage on direct Panama steamship lines.

W. S. Kies, vice-president of the National City Bank of New York, another speaker at the banquet, in illustrating the various factors American manufacturers seeking markets abroad would have to meet, spoke of the present abnormally high labor costs, which he thought could only be maintained in an era of large profits due to war orders. As a remedy he suggested a sliding scale of wages, based on the manufacturer's profit margins.

Other speakers at the various sessions were Baron Jacques de Neuflize, delegate of the Paris Chamber of Commerce; Alexander Wladimirowitsch Behr, of the Russian-American Chamber of Commerce of Moscow; P. E. Quinn, deputy trade commissioner of New South Wales; George D. Dixon, vice-president of the Pennsylvania Railroad; J. H. Tregoe, secretary of the National Association of Credit Men; Dr. E. E. Pratt, Chief of the Bureau of Foreign and Domestic Commerce at Washington; V. Gonzales, banking advisor of the National Association of Manufacturers; John Bassett Moore; Ernest E. Ling, manager of the Foreign Trade Department of the National City Bank of New York; Benjamin Joy, vice-president of the National Shawmut Bank of Boston; and Mortimer L. Schiff, of Kuhn, Loeb & Co., New York.

Goodyear's Growth 17 Per Cent

The volume of business transacted by the Goodyear Tire & Rubber Company, according to the annual report recently made public, increased during the last year from $31,000,000 to more than $36,000,000—a gain of 17 per cent. President F. A. Seiberling stated to the stockholders that all indications are for a 50 per cent increase in volume for next year. Factory additions of more than eleven acres, now being constructed, will make room for the increased working force required.

Edwin G. Booz, formerly with the Produce Terminal Corporation, Chicago, has organized a Business Research Service, located in the same city.

An Idea That Is Making Good

THE KNICKERBOCKER PRESS

COVERS

Albany, Troy, Schenectady and The Capitol District

FOR YOU

RATE, SIX CENTS FLAT

Advertisers, Sales Managers and Space Buyers are requested to write

THE KNICKERBOCKER PRESS

FOR FACTS

Member of A. B. C.

The Little Schoolmaster's Classroom

SOME time since the Schoolmaster commented on the dangers of carrying "teaser" campaigns too far, and mentioned the incident of the advertising man who protested against the ethics of the J. Rufus Wallingford copy. Some further incidents connected with that particular campaign are contained in the following letter to the Schoolmaster from Charles D. Isaacson, president of Joseph Ellner Company, Ltd., the concern responsible for the copy.

"Since we sent out that campaign," says Mr. Isaacson, "there have been a surprising number of comments made in the advertising field itself and the experience of your correspondent in being unable to detect just what was the final intent of the campaign was duplicated many times.

"The fact that no address was placed on the 'teaser' advertisement obviated any possibility that money might be sent by the most credulous, which seemed to be overlooked by the advertising man who questioned the 'ethics' of that financial advertising.

* * *

"We were pleased to read your analysis of the possible result of a 'teaser' campaign that permits the reader to soar to heights illimitable and then drops him with a cold thud on some most ordinary proposition.

"In the first place, the idea of a 'teaser' campaign is sadly misunderstood to the extent that anything which doesn't state the whole story has been called a 'teaser' campaign. The fact that only the initials of a product were used or that the 'blank' soap is coming—is here—have been all known as 'teasers.'

"The purpose of a 'teaser' campaign is to manufacture an interest which could not be aroused by the plain statement of facts regarding a commercial proposition. Almost any clever man of imagination can arouse curiosity if he goes far enough afield of his product. Then his trouble is to satisfy his hoaxed reader.

* * *

"Taking the Wallingford campaign, for instance, a teaser campaign was decided on because it was desired to focus the attention of the public on the character of Wallingford and the characterizations which marked this financial schemer. It was a most logical step, therefore, that a 'get-rich-quick' scheme should be evolved which would draw the reader into the position of actually responding to an appeal made by Wallingford. It was the easiest thing then to point out that the imaginary advertising on Wallingford and his great 'get-rich-quick' scheme were the theme of the motion pictures.

"The manner in which the public became aroused by the 'teaser' campaign, amused by the dénouement and then went to the theatres to see the pictures, is a perfect exoneration of a 'teaser' campaign done correctly.

* * *

"It has seemed most natural to us, in several instances that the 'teaser' campaign was the right thing to use.

"For instance, when 'The Exploits of Elaine' was about to be announced, we prepared a series of personal advertisements, serious in tone, which placed before the public an astounding feud between one President Dodge and a band of men engaged to track him to earth. Elaine Dodge, the daughter, appealed to the public for help, and you would have been amazed to read the thousands of letters that came in response, and to have heard the incessant telephone calls which offered immediate assistance to the young lady.

"In connection with the newspaper work a systematic telephone campaign was waged, which consisted of an attempt to reach Elaine Dodge in the various hotels of the city so that her name w

paged throughout the lobbies and from the stages of theaters.

"When the dénouement was made there was not the slightest loss of interest on the part of the public, because we had manufactured an extraordinary popularity for the characters who were to live in the motion pictures then releasing.

"The 'teaser' campaign also made for those who went to the theaters a knowledge of the characters, so that from the moment of the first scene the public was more in sympathy with the play and the players and the whole idea.

"In some of the small towns throughout the country the inter-

Oh! Yes You Will!

I am perfectly certain you will ultimately wish to advertise in GOOD HEALTH. This confidence is inspired by two facts. First—our circulation is constantly increasing. Second—as a consequence of the way in which results are proving up, GOOD HEALTH advertising patronage is steadily increasing. This means just one thing. If you are "up to snuff," you will soon wish to hurdle the hedge and get over where the fine Alfalfa is growing. I am still accepting orders and contracts at the old rates, but—the "boss" says I can't do this much longer. Lest you be left out in the final round-up, send in your reservation now. Let it come by telegraph, if you can't wait. The address is—

J. Dwight Brewer
Advertising Manager

GOOD HEALTH

1812 W. Main St.
Battle Creek
Mich.

Automobile Factory Salesmanager, Sales Promoter and Organizer

Open for immediate executive position with manufacturer

A live sales producer of 16 years' experience in all branches of automobile work and a remarkable record for the past 7 years with moderate priced car. Capable territorial and sales department organizer and *acquainted with thousands of automobile dealers in the United States,* desires place with bright future.

If you are looking for an exceptionally capable man, thoroughly qualified to organize and conduct a successful sales campaign, a real producer of proven ability and you have a legitimate proposition that will remunerate commensurately, *your correspondence is invited.* Highest national references.

Address "E. C.," Box 372, Care PRINTERS' INK

"GIBBONS Knows CANADA"

One Advertising Agent says: "If advertisers would only take time to read all the periodicals they contemplate using, The Breeder's Gazette would be on every general list in America."

THE BREEDER'S GAZETTE

Established 1881 "The Farmer's Greatest Paper" $1.00 per Year

Sanders Publishing Co., 542 South Dearborn St.

CHICAGO, U.S.A.

Member Audit Bureau of Circulations

GEORGE W. HERBERT, Inc.
Western Representative
600 Advertising Bldg.,
CHICAGO, ILL.

WALLACE C. RICHARDSON, Inc
Eastern Representative
41 Park Row,
NEW YORK CITY

170,000 Circulation With Dealer Influence

"No Fakes for Man or Beast or Fowl"

Raleigh, N. C., Birmingham, Ala.
Memphis, Tenn. Dallas, Tex.

est became more than the pent-up curiosity of the New Yorker. It expressed itself in such degrees that the police were called out to quell the disorder."

* * *

The copy-cub was a bear for slogans. One morning he entered the sacred sanctum of his chief and inquired, rather confidently, "How's this for a slogan: 'Never-Wear Sox Cover a Multitude of Shins'?"

The dent is still in the door of the s.s., for the youngster is as good at dodging inkstands as he is in evolving trade-phrases.

* * *

The Schoolmaster was speaking a while back about a color-chart which showed the results of reproducing colors in black-and-white by the half-tone process. It was rather intimated that probably somebody had done it before, and had neglected to say anything about it in public. And sure enough, somebody has. Ben S. Nash sends the Schoolmaster a chart which shows the results of reproduction by the three-color process. It is based on seven different tone values in each primary color, and results in 343 different combinations which are entirely practicable, and which any engraver can secure by reference to the chart. Of course, black-and-white reproduction here is entirely out of the question, but Mr. Nash's description may give some inkling of its functions. He says:

"The chart was made up to determine the following:

"1. What colors are practical in three-color process.

"2. What the size of the dot and value of tone of each of the three colors must be to secure a given color.

"3. A method of stating a color by a formula (rather than a name) to the engraver to insure a desired result.

"One of the functions of this chart was to eliminate the waste caused by the indefinite revising and marking of color proofs with such comments as 'make blue lighter,' 'reduce yellow plate,' 'green is too yellowish,' etc., which

has caused the ruination of the printing surface of many good color plates by burnishing and etching in the attempt to arrive at a color when described as above.

"By the number-formula method, made possible by use of this chart, the color desired may be designated exactly and the character of the dot in each of the three color plates is known."

* * *

There was just time to see this sign over a village store—as the automobile sped by. "Call me Aaron," it read. It was not always safe to come to a conclusion on three words of information, but the Schoolmaster will venture the assertion that this village merchant understood one great fundamental of merchandising. He wanted everybody who came in to feel that they knew him.

* * *

Among other things that a Georgia building-materials dealer wanted imprinted on some calendars were these words: "Embalming, undertaking, tombstones, fire insurance." If he realized the awkwardness of having "Fire insurance" follow the other words, he gave no sign of it.

* * *

A young man whose job is that of secretary and all-around helper to a national advertising manager was visiting the office of the agency that serves the advertiser in question. The president of the agency called the young man into his private office for a heart-to-heart chat. "You may appreciate all that I am going to tell you," said the president, "but I don't know that you do and I am going to make sure of it.

"Do you realize what an exceptional opportunity you have, being there with a concern that is rapidly building up its advertising department and covering a broad field? Aside from my personal feeling for your boss, I am going to assure you that he is a man that you can learn a great deal from and a man who is not afraid of letting you learn all you can get from him. What a wealth of information on advertising cam-

2792 Retailers and 62 Jobbers

make up the hardware trade on the Pacific Slope.

For twenty-four years our sales and advertising departments have been working with this trade in the interests of several live manufacturers.

This trade looks with favor toward any product or campaign presented through our organization.

This is recognized by several national institutions who use our service.

The Geo. F. Eberhard Company
SAN FRANCISCO
LOS ANGELES SEATTLE

Sell to Seattle
and the entire Northwest

The possibilities of this market are practically unlimited. Seattle and the Pacific Northwest constitute today the fastest growing market in the world.

Create a demand for your goods in this territory now—and that demand will grow faster than in any other section of the country.

The Seattle Times

will introduce your goods to this immense market. The Times covers Seattle and the entire Northwest. In this immense field it is in a class by itself.

Business carried shows what advertisers think of the Northwest as a market, and of the Times as the right medium to reach that market.

Detailed information of any kind concerning The Times and the Northwestern market furnished upon request.

TIMES PRINTING COMPANY
Seattle, Washington

THE S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

Advertising & Sales or Advertising Manager

I would like to get into communication with a manufacturer who has a good product but is not satisfied with the volume of business he is obtaining.

I have successfully planned and handled the merchandising and advertising campaigns for large and small advertisers. I can sell or direct a selling force. I know the jobber, the retailer and the consumer. I also know mail order advertising, magazines, newspapers, printing and engraving.

I have been connected with large advertising agencies but now wish to concentrate and make one proposition go big, rather than keep continually working on different propositions.

My present salary is $4,000, but the right manufacturer, even though he be small, will have no trouble agreeing with me on remuneration at the start. My references include some of the biggest advertising men in New York City and elsewhere.

There's no hurry, as I am perfectly satisfied to stay where I am until I get just exactly what I want. I am 28, married, and have no objections to small towns. Why not find out who I am? Confidence observed and expected. Address "W.," Box 374, care Printers' Ink.

Lincoln Freie Presse
LINCOLN, NEB.
Actual Average Circulation **133,992**
Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

Information Wanted

Concerning business address of LANSFORD FOSTER, recently connected with Advertising Agency in New York City. Uncle is dangerously ill. Communicate with Mrs. JOHN McDONALD, 509 West 121st St., New York City

paigns, consumer and dealer, you can absorb. The most valuable training in commercial art, in printing, engraving, copy work, correspondence, dealing with salesmen, and much more, is coming to you in the day's work.

"I know young men, yearning to get into the advertising business, who would actually pay a premium for the privilege of being in your shoes for two years. Wouldn't I have given a great deal for such an opportunity at your age! Make the most of it."

Rank of Best Sellers among Automobiles

In a letter to a New York banking house, relative to a sale of stock of the Saxon Motor Car Corporation, Harry W. Ford, president of the company, gives a list of the 16 largest automobile manufacturers in the United States, arranged in order of actual shipments for the nine months ending September 30, 1915. The cars rank as follows:

1. Ford.	9. Saxon.
2. Overland.	10. Hudson.
3. Buick.	11. Chevrolet.
4. Dodge.	12. Chalmers.
5. Maxwell.	13. Hupp.
6. Studebaker.	14. Paige.
7. Cadillac.	15. Oakland.
8. Reo.	16. Chandler.

The letter closes with this significant statement in regard to Saxon advertising, apparently made as an added reason why investors might decide to purchase this stock:

"We have pursued a consistent advertising policy from the beginning, Saxon announcements having appeared regularly in the leading weekly and monthly magazines and daily newspapers. This policy will be maintained."

E. F. Carson Joins Pyrene

Edward Fraser Carson has resigned from the *New York American* to join the advertising department of the Pyrene Manufacturing Company, New York, under C. Louis Allen, the sales and advertising manager. Mr. Carson has been associated with the reportorial and editorial departments of the *Evening Mail, Times, Tribune* and *Journal of Commerce,* all of New York.

Premium Specialties

International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c

S. BLAKE WILLSDEN
Heyworth Bldg. Chicago

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING WRITERS

Letters and Ads. compounded of Force, Dignity, Humanness, Unusualness. I yearn to send you the striking testimony of others. E. M. DUNBAR, 15 Rowena Street, Boston, Mass.

BILLPOSTING

10¢ a Sheet Posts R.I.
PANELLED & PILLARED BOARDS LISTED, GUARANTEED SHOWING ADDRESS LAPHAM BUILDING, PROVIDENCE, R. I.
Standish-Barnes Co.

BUSINESS OPPORTUNITIES

OPPORTUNITY

To acquire stock in Middle West service agency—young and growing. It will pay you to get details at once. Address Box 893, care Printers' Ink.

One of the largest trade paper publishing and printing concerns, on the Pacific Coast, desires to interest experienced trade paper publisher or editor. Splendid opportunity for man having $3,000 to $5,000 to invest. Box 898, c/o P. I.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 10 S. 3rd St., Philadelphia, Pa.

FEMALE POSITION WANTED

Do you need a secretary who can handle correspondence and relieve you of details? Has had splendid publishing and advertising experience on national weekly. Best references. Box 888, care Printers' Ink.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

Experienced, high-class copy writer, who can show results obtained through copy written for previous employers. Send complete information regarding record and salary expected to Box 870, P. I.

WANTED—Young man to take charge of and push vigorously the Subscription and Want Ad Departments of the **SHOE AND LEATHER REPORTER** and **THE SHOE RETAILER**, Boston—a good opportunity for a vigorous worker. Address F. F. Cutler, 166 Essex St., Boston.

Copy Writer Wanted: A well-established and growing manufacturing company in Ohio needs in its advertising department a man who can prepare copy for trade journal and direct advertising. Give details as to experience and salary required. Box 889, c/o P. I.

Advertising Solicitor wanted in New York City for a Philadelphia Class Publication of 30,000 guaranteed paid circulation. Good opening for a man who can produce to connect with a first-class House with broader opportunities. Commission basis. Give age, experience, references and state when you would be prepared to begin work. Address, Box 887, care of Printers' Ink.

Wanted—A Real Solicitor

A special agency representing daily and agricultural papers desires a solicitor with successful experience in the West. A man with a clean record capable of developing and holding business, and one favorably known to advertisers and advertising agents. A real job for a good man. Address Printers' Ink, Box 895, giving full information and references.

A good position now open in sales department of suburban real estate company, handling high-grade property. Guaranteed income and commission. A yearly contract given if employed. Real estate experience not necessary, but personal sales experience absolutely essential. Only men *now* employed will be considered. Excellent opportunity for advancement. State age, experience, present salary and position. References required. Box 897, c/o P. I.

LETTER SPECIALIST

You'll put more snap into your sales correspondence when you take advantage of my "limited specials." Ask about them. Jed Scarboro, 557a Halsey St., Brooklyn, N. Y.

Get an *outside* view-point on that sales-letter. Stick the "old dope" with a blue-pencilled note of explanation—**AND a One Dollar Bill**—into an envelope. I will write a letter. Judge it—or try it. (Your data confidential. Money back, if you wish.) E. E. Miller, 247 W. 36th St., N. Y. C.

POSITION WANTED

SPACE MAN, 8 YEARS ADVERTISING experience, capable copy-writer, broad knowledge of media, seeks advertising connection with agency, manufacturer or retail store. 26, married. Box 892, care Printers' Ink.

Advertising Solicitor—
experienced on class magazine—desires similar opening January 1st. Age 27, college graduate. Correspondence confidential. Box 890, care Printers' Ink.

MAIL ORDER MAN of EXECUTIVE ABILITY and sound BUSINESS JUDGMENT, ten years' practical experience, well versed in merchandise, thoroughly experienced compiling catalogues, preparing advertisements, handling correspondence and all details mail order business. Box 886, care Printers' Ink.

Member of the Advertising and Publicity Staff which successfully navigated
ELECTRICAL PROSPERITY WEEK
now open for connection with manufacturer or agency. Author of much of the campaign literature used by the Society for Electrical Development in their countrywide, electrifying rally. Four years' practical publicity experience with the Agricultural Promotion Department of the Long Island Railroad.

Young and gingery—a devourer of detail—a creator of ideas. Ready to go anywhere, if the pasture is green. Box 896, care Printers' Ink.

COPY WRITER

Age 19; ambitious, trustworthy, reliable, a plugger—determined. Can make good with a reliable firm. Interview solicited. F. G. Kurtz, 121 Palmetto St., Brooklyn.

Want connection with adv. agency or publisher to assist in adv. plans and writing. With N. Y. publication six years; office manager three years. In charge advertising make-up prominent national magazine 300 accounts one year. Studying Advertising Columbia University. Systematizer. Thoroughly business; methodical. A-1 record. Age 27. Married. Box 891, care Printers' Ink.

PHILADELPHIA

is my home. Circumstances make it desirable that I reside there permanently after January 1st. 27 years old. College education. Single. Printer by trade (Big 6). Now on advertising staff of large **New York Publication.** I shall be glad to hear from any publisher, advertiser or agency in the vicinity of **Philadelphia** looking for an aggressive, clean-cut, healthy young man. Box 894, care Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

We know of a publishing business in New York which is making rapid growth, which can be bought at a reasonable price. It would take $25,000 cash, the remainder could be paid over a period of years, and the owner would give his influence in handling the business. Harris-Dibble Co., 171 Madison Ave., N. Y.

NEW YORK CORPORATION $50,000 Common and $25,000 Preferred stock, good standing, no debts except running liabilities, **printing and publishing,** contemplates an immediate expansion and offers working Treasurer's position, if investing at least $10,000.

This is no sinecure, but an unusual chance for young man with ambition for a fine future.

Reference furnished and required.

Address: Letters only, to McBee, Jones & Co., Bankers, No. 55 Wall street.

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1915, 70,116; Sunday, 51,-365. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Nov., 1915, 74,071 daily; 65,432 Sunday. The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dolars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,055 gross. 75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily **Tribune**, 109,957; Sunday **Tribune** 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; **Enquirer,** ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Liecty. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Nov., 1915, 134,848 daily; Sun., 167,599.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (⊙⊙) Sun., 33,018. (⊙⊙) The Evening Bulletin, 48,772 ave. net paid for '14.

Seattle, Wash., The Seattle Times (⊙⊙) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great **productive value** to the adv. Av. daily circulation, 1914, 71,858; Sunday, 90,368.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (⊙⊙) **Chicago.** Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (⊙⊙) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (⊙⊙) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (⊙⊙) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (⊙⊙) has the largest cir. of any tech. paper in the world.

THE PITTSBURG
(⊙⊙) DISPATCH (⊙⊙)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (⊙⊙) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (⊙⊙) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both **quality** and **quantity** tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times (⊙⊙) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (⊙⊙) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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ADVERTISING RATES—Display

$120 double page, $60 a page, $30 half page, $15 quarter page
Smaller space 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.....**$125**
Second Cover..... **75**
Back Cover..... **100**
Page 5.....**$100**
Pages 7, 9, 11 or 13..... **75**
Standard Double Spread.... **150**

Three Things

In addition to the other services it renders to manufacturers who contemplate advertising in Chicago, The Chicago Tribune's Merchandising Service Department renders *three forms of service* which are of supreme importance.

(1) It makes a very careful and thorough investigation of local market conditions, both from dealer and consumer standpoints, so that all advertising and sales plans may be worked out, not in accordance with theory or preconceived notions, but in accordance with *actual conditions as they are found to exist.*

(2) It furnishes the salesmen who work in this territory with detailed instructions regarding dealer and consumer conditions and detailed instruction regarding the ends to be attained through the proposed advertising campaign and regarding the importance of such advertising, so that the advertising and the sales force shall both strike simultaneously, thus increasing the power of both and securing the maximum results.

(3) By means of *The Tribune Signs*, which now hang in the front windows of over 2,000 leading grocery stores and drug stores in Chicago, it *advertises your advertising* to the public, shows the public where Tribune advertised products may be purchased, and thus aids materially in *moving your goods.*

We invite correspondence from manufacturers or their advertising managers who would be interested in a more detailed description of the most unique and resultful form of Merchandising and Sales Co-operation ever put into operation by a daily newspaper.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday / 300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

OL. XCIII — NEW YORK, DECEMBER 23, 1915 — No. 12

"The World's Mine Oyster"

We recently received a letter m a large English concern ask- for our advice on a proposi- n to market an English oyster the United States.

Was it not Dean Swift who d, "He was a bold man that t ate an oyster"? Believe us, courage of the first man waxes e beside that of this firm of glish packers in considering erica as a market for English lves. Talk about carrying ls to Newcastle or taking a n sandwich to a banquet! se old jokes are words of wis- compared with asking the ves of these shores to stomach insipid English oyster, when have at our doors the finest er beds in the whole world.

hesapeake Bay is the home of most succulent oysters that ev basked on the half shell or fried time away at a church sol. Why, down in Mary- lat the humble cottager goes fo and digs oysters out of the mud, that would bring tears of joy to the eyes of an epicure!

And yet how many of our leading citizens at large, or our less blessed but more numerous common people, ever tasted the saline deliciousness that thrives in the shallows of tide-washed Maryland's bay?

Frankly, we are astounded that some one of Maryland's well-to-do packers has not seen the golden opportunity lying at his fingers' ends and launched a trade-marked brand of Chesapeake oysters and put them on Uncle Sam's luxurious table.

There has been considerable scientific gossip and public speculation about the possibilities of successfully abstracting gold from sea water. Verily, a carefully chosen, well-packed, well-named, labeled and advertised line of Maryland oysters would be nothing less than a gold mine. You Marylanders eat Michigan breakfast foods, Chicago meats, and

(*The Ayer & Son advertisement is continued on page 69*)

More Used in Buying Than All Other Publications Combined

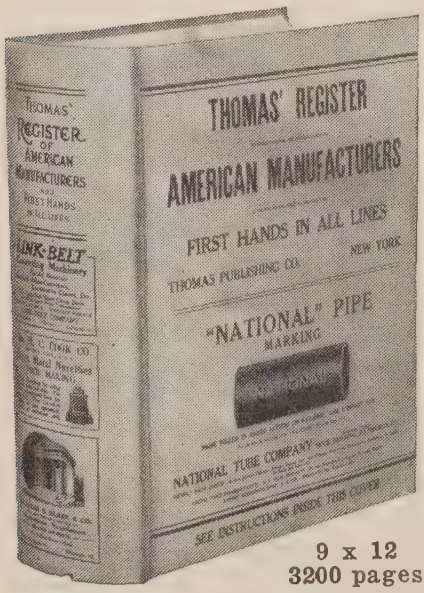
15,000 of the most important concerns in the U. S. (more than 1000 of them in the "$1,000,000 or over" class) use this register to find sources of supply

These users, constituting the most important aggregation of buyers in the United States, never look elsewhere any more than they look elsewhere for information naturally to be found in the telephone directory.

All of them who want anything in your line, at any time during the year, are sure to see whatever you print in the one issue a year of this Register. None of them will search for your matter elsewhere, even though it appears every week or month in every other publication.

It assures you that important buyers of your goods will be sure to be reminded of you at exactly the right time.

OFFICIAL REGISTER OF THE AMERICAN MANUFACTURERS



9 x 12
3200 pages

300,000 Names, $15.00

It instantly furnishes a complete list of all Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. It gives the home address and branches of each. It shows the approximate capital invested by each by a size classification ranging from $500 to $1,000,000. It instantly shows who makes any special brand or trade name. Many other valuable features.

We aim to list every manufacturer free of charge and regardless of patronage. At reasonable rates we publish, in addition to name, descriptive matter, extracts from catalogues, circulars, etc. Such matter printed under appropriate classifications in this work is PERMANENTLY RECORDED in thousands of places where buyers look, and will be read by the RIGHT PEOPLE at the RIGHT TIME, i. e., Large Buyers, at the time when they want to buy. It attracts *first* attention, and furnishes the Buyer detailed information that he wants but cannot get from simply the name of the manufacturer. It costs less than to mail a one-cent circular to each user of the Register.

1271 American Manufacturers publish such matter in the 1915 Edition.

INFORMATION HEADQUARTERS FOR LARGE BUYERS

Thomas Publishing Company, 134 Lafayette Street, New York

BOSTON: Allston Square **PHILADELPHIA:** Land Title Bldg. **CHICAGO:** 20 W. Jackson Blvd.

PRINTERS' INK
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.
VOL. XCIII NEW YORK, DECEMBER 23, 1915 No. 12

Business Lessons I Have Learned from a Study of Receiverships

Instances of Reconstruction Which Showed Market Possibilities Right Along

By Edward Mott Woolley

A CERTAIN specialty manufacturing company was owned chiefly by three men, who for many years had worked together in reasonable harmony. One of them finally determined to sell his interest in the business to the other two, and invest his funds in a Southern orange grove. This he did, with satisfaction all around. He looked forward with keen pleasure to an outdoor life in a warm climate, while his long-time partners believed themselves to be acquiring a profitable business interest. The two of them would share the income that had been divided among the three.

Four years later the company was taken over by a receiver. The books showed that it had gone down the grade steadily since the retirement of the third owner.

The product of this concern was a group of grocery specialties—mainly breakfast foods—that had been advertised extensively. The receiver was a man who possessed a varied experience with advertising, and now he made a careful comparison of the company's methods in this respect before and after the change in ownership. He found the old policy completely altered. Formerly the copy had emphasized one product out of the group, and done it persistently, year after year. The other products were used as satellites, revolving continually around the item that was played up. But in recent years the plan had been to pick first one favorite and then another to play the leading rôle. In other ways, too, the advertising policy had changed. The appropriation, while larger, was more widely scattered, and, in an effort to increase distribution in unfavorable localities, a good deal of money had gone into mediums that had never been used before.

OWNERS' EYES OPENED

The two owners of the business were loath to admit that their advertising management had anything to do with the failure, but attributed their predicament to competition and a general plethora of their class of goods on the market. But the receiver said to them:

"Your former advertising policy demonstrated itself to be successful. While, theoretically, all the items of your product were perhaps entitled to be stars, in practice you made good money by playing up one alone Your argument that you ought to make more money by creating more stars may seem sound, but it didn't work out. For this I might assign several reasons, though they would be little more than guesses. Perhaps you didn't have money enough to establish six selling stars. Perhaps five of those stars did not have the big appeal. Perhaps the partial eclipse of the former star of stars alienated the affections of the multitude. At any rate, the fact remains that you

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are in the hole. It may be that you can get out by going back to the policy that established you in the first place."

The receiver's investigations developed the fact that the retired partner had been the one who handled the advertising end. Further investigation showed that this former partner was in the hole himself, down on his orange grove. He had sunk most of his money and was wondering where he was going to get off.

"Will pay you a salary of $10,000 a year to come back here with us."

This was the gist of a telegram that went over the wires to the South.

"Accept your proposition; will start North next Saturday."

This was the answer. Upon the basis of the return of this man, who had made the business go in former years, an arrangement was effected with the creditors; and the company went back to its earlier policy. It began all over again the same campaign, and to-day is doing a successful business.

BUSINESS MEN WHO DON'T KNOW WHY THEY SUCCEED OR FAIL

I do not present this instance, which comes from the receiver himself, as an argument for any particular advertising policy. It merely shows the logic of a clever receiver. Receivers are men who often put down-and-out concerns back on their feet, and therefore the inner viewpoint of the capable receiver ought to be helpful even to houses that are not in bankruptcy. It is a curious fact, this receiver says, that successful business men do not always know why they have succeeded, and those who fail cannot always tell the why of it.

"Here was a case," he says, "where these two partners had been carried along to success by the third partner's policies, yet when they bought him out they did not know it. Immediately they began to change those policies—and go downhill. It took four years and a receivership to bring a realization of the truth. On the other hand, the partner wh retired did not know that he ha made the house what it was. H didn't know that he had found hi niche, so he went away and squan dered his capital in a business o which he knew nothing. If ther is any moral in this bankruptc case it seems to be this: that whe a house has found some degre of success there is usually a caus for it, and to change successfu policies without some knowledg of this cause is dangerous."

A different sort of problem con fronted another receiver, who wa appointed by the court to handl an insolvent drug store. Th druggist had put up a small offic building about the time of th opening of hostilities abroad, an in the depression that followed h was unable to secure tenant enough to put the thing on a soun basis. His own store, occupyin the ground floor, was much mor expensive than his former stor had been, and, altogether, he g in bad.

The receiver, on going over th books, found that one departme of the drug business had bee quite profitable. This was real a manufacturing department, tur ing out some surgical preparation He separated it from the pare business, interested some capit and arranged for the new co pany to occupy quarters in t half-vacant building. Then he i augurated a systematic campai for tenants, and at the end of fo months had leases signed for nea ly all the rooms. Meanwhile was in charge of the operati of the drug store.

About that time the frantic spe ulation in so-called war stoc commenced. The receiver want to sell the office building, so went down to New York and g the names of some men who h made a lot of quick money. several of them, in turn, he p up the proposition of buying t structure while they had the ca and he showed them that it w a good, safe investment that co not be swept away. One of th did buy it.

In this way the druggist clear up all his debts and found hi

elf unexpectedly on his feet again. Moreover, the little manufacturing ompany, in which he had a conrolling interest, proved a moneynaker, and promises well.

Now, there wasn't anything this eceiver did that the druggist ouldn't have done himself—if he ad possessed the vision and the nergy. But if all men had the readth and action of good reeivers there would be no need or receivers.

ECEIVER'S VISION SHOULD BE A BROAD ONE

A certain dealer in men's furshings, occupying rather inferior iarters in an Eastern city, deded to expand. He got a sevenar lease on a store in the most pensive part of town, increased s selling staff, bought new fixres and launched out on such a g scale that his ship turned turt.

The receiver came in and looked ound, but at first glance there sn't anything to be done but sl off the goods at a great sacrce. But pretty soon the recver, being a man of observation, bran to take reckonings of things tl haberdasher hadn't seen at all. Nxt door was a large chain restarant, the property of a compy that had tremendous prestige wh people of the middle class. Te receiver had noticed that anoer chain of restaurants had a hit of following up this first chin and locating its restaurants in neighborly way—in some instces next door. This was done, aparently, on the theory that by crting a restaurant center there wold be business enough for both. Sche receiver called on the gener officers of the second chain an offered to transfer the lease, wh still had six years to run, fo a good, stiff consideration. Th, not getting a definite answ, he called on the officials of sti another chain of restaurants.

Ietty soon things began to happer fast. The two chains bid agnst each other for the locatio and one of them got it, the halrdasher netting $1,800 a year for six years. One year's profit on he lease was almost sufficient to clean up his debts. He retired from the retail business and became a shirtmaker, a generous advertiser to the trade and a wiser man.

Which seems to be a good, wholesome reminder of the value of an observation that takes us outside the confines of our own affairs.

I don't know whether or not there is a higher percentage of failure among haberdashers than in other classes of retail trade, but the present inquiry has discovered several additional instances. As one of them contains points that seem pertinent to wholesalers and manufacturers it is given here.

In a good-sized Western city a men's furnishing store was opened on one of the busiest corners. The owner had a long experience in the same city but in a different neighborhood. Having expanded into what he considered a high-class district, he put in a stock that corresponded to the assumed requirements; but the business went to pieces speedily and most of the money he had made in his former location was lost.

The receivers proceeded to analyze the people who passed the store, and found that the majority of them were clerks in the employ of railway freight offices, factories and the like. There were few among them who would buy full-dress accessories or even the better class of haberdashery. Therefore the lease was disposed of and the business removed to a location where the expensive stock had a better show. Very small quarters were taken and expenses pared to the lowest consistent limit. Since then the owner has been climbing slowly back to the place where he tumbled.

The point that seems to strike home with the greatest force is the fact that when he made his first removal he got no warnings from the houses of which he bought, though it is usually assumed that the wholesaler and manufacturer—who are in the business of extending credit to dealers and helping them to sell goods—are better posted on man-

agement in general than the dealer himself. Perhaps such warnings wouldn't have restrained him, but nevertheless there are big wholesalers who have thrived by holding dealers in leash, and, if necessary, by teaching them the kindergarten games of business.

RECEIVER OVERCOMES DEFECTIVE WORKMANSHIP

A manufacturing company of considerable size, after a long struggle to keep afloat, made a voluntary assignment and prepared to liquidate its business. It manufactured oil and gas lamps and attachments. The receivers found that it had done a large volume of business, had been advertising actively to the trade and had marketed its product chiefly through small department stores and country stores.

On analyzing the company's records the receivers found an excessively high percentage of returned goods, although the records themselves were unsatisfactory on this point and failed to give adequate information. Sufficient clues were discovered, however, to direct the attention of the receivers to a study of the goods. While in the main these were found to be substantially made and of good design, many of the minor parts were fragile and unserviceable. Unless carefully handled, they were apt to go to pieces. The company itself packed its goods with considerable care, but it was evident that the retailers—who, for the most part, were in many respects indifferent merchants—did not.

Another trouble lay in the lack of intelligible printed directions to the consumers. The printed slips the company sent out with its goods were couched in such crude and involved English that the meaning of the instructions was obscure or wholly wanting. Thus, when the consumer tried to assemble his purchase, he was often up against it, and when he took the goods back to the retailer the latter knew no more about them than the purchaser did.

"What you need, in the first place," the receivers told the owners of the swamped business, "is a department of inventions with enough mechanical imagination to overcome these fatal defects. You need to do what the typewriter companies have done. Some of the typewriters on the market have numerous parts that are extremely small and subject to great strain; yet so much inventive work has been put upon them that the finished machine will often stand up for years under continual use with scarcely any repairs.

"In the second place, you ought to demonstrate to your dealers the necessity for intelligent handling of your goods, and you ought to instruct them in meeting the kicks and ignorance of their customers.

"Then, in the third place, you should have your printed matter prepared by skilled writers and not by mechanics, who are quite unable to impart the knowledge they may, perhaps, possess.

"Unless you can do these things you might as well go ahead and liquidate, for it is folly to keep on making and advertising and putting up selling expense. It looks to us that with proper management your business ought to go."

The result was that the company was given an overhauling and resumed business. Its inventions department, which practically had no existence before, ultimately evolved not only durable attachments for the lamps, but other products that made the company prosperous.

This seems to have been one of those cases where the owners were too close to their own affairs to get the right perspective.

In this connection I am reminded of an experience told me by an executive of a department store. This is not a receivership story, although in a way it fits in. A certain department in this store was doing poorly, and if it had been a store by itself it might perhaps have gone into a receivership.

The goods handled in this department were mostly high-priced articles, either classed as art goods or allied to that sort of merchandise. Therefore the market

PEACE *and* PROSPERITY

THESE are the two objectives for the new year. With factories and mills now running to their greatest capacities the outlook for 1916 could not be brighter.

In extending the season's greetings to manufacturers, the H. K. McCann Company hopes that it may be helpful to many in solving the new year's advertising and sales problems—that it may play its part in bringing to the business world a most prosperous 1916.

THE H. K. McCANN COMPANY

NEW YORK CLEVELAND TORONTO
SAN FRANCISCO

AT NEW YORK—SIXTY-ONE BROADWAY

among people of means. Upon analyzing the advertising, however, it was found that these goods were being offered through the usual mediums and with conventional methods. A change was made. Articles that had an appeal to wealthy shoppers were advertised exclusively in newspapers that had their largest circulation among this class, and some unique ideas were adopted in the copy. The advertisements were frequently headlined in French, and sometimes the whole advertisement was printed in French. Articles of merchandise not likely to interest this class of people were excluded from the advertisements in these mediums.

In the department itself the clerks were instructed to let visitors browse around by themselves as much as they pleased without being followed up with over-zealous attentions. It was enough, the clerks were told, to hold themselves in readiness to serve customers when called upon.

I am told that the department was placed upon a satisfactory footing.

SPECIALIZATION REBUILT THIS BUSINESS

The following insolvency case is of a sort wholly different from any of the foregoing, and contains some points that may be interesting to manufacturers.

The receivers for a shipbuilding yard found that the yard had two classes of business: first, yachts and pleasure boats; second, tugs and workboats. A careful check of the books proved that a part of each class showed a profit, and the other part of each class a loss. Thus, the larger yachts and the small workboats were unprofitable products. The reason was that the yard had been running in competition with two other yards, one of which devoted itself chiefly to building large yachts, while the other had specialized in small workboats. Each of these yards, being a specialist, was able to make lower prices.

The constructive work of the receivers showed up the situation very clearly. Instead of closing out the business, it was sold, an the new owner went ahead on different plan. He stopped the pol icy of bidding on contracts fo large yachts, and he abandone the building of small workboat He specialized on tugs and sma pleasure boats, for in these tw lines he saw the best opportunit to get his manufacturing cos down and to secure reasonabl prices.

In a few years this manufacture became a prosperous builder o tugs and small pleasure craft, an demonstrated that the busine under its former ownership we on the rocks, not because it lacke opportunity, but because it faile to study the reasons for things.

Somewhat similar was the e perience of a small furniture ma ufacturer who found himself against such serious competiti that he was unable to turn o his product at the prices he h to meet. The business was d clared insolvent, and the receiv took charge. At first he devot himself to a study of the furnitu business, but he was forced to a mit that the situation in this pa ticular instance was an impossi one. Highly specialized competi factories, operating with a lar volume of business and a narr margin of profit, quite eliminat this small manufacturer.

Then the receiver and the ban rupt manufacturer turned their searches in other directions a found that the sash-and-door fi offered good prospects—with f changes of machinery or person of the working force. A tem rary settlement with creditors w effected and the factory was sta ed on the new régime. Withir year all the debts were paid and the receiver discharged. am informed that this plant to-d is one of the most thriving the enterprises in the city wh it is located.

RECEIVER OVERHAULED ACCOUNT SYSTEM

Another receiver had a com cated problem when he was in charge of a large bankrupt c concern. This company sold b at wholesale and retail, but

Four Great States

There are not four better agri-ultural States than Kansas, Ne-raska, Missouri and Oklahoma.

The annual value of their live-tock and crops exceeds two bil-on dollars.

And the 1915 values are greater an ever before.

Each of these four prosperous tates is covered thoroughly by Capper Farm Paper:

Farmers Mail and Breeze
in Kansas

Nebraska Farm Journal
in Nebraska

Missouri Ruralist
in Missouri

Oklahoma Farmer
in Oklahoma

ider an exceptionally low com-nation rate.

And the rate!

A circulation of 370,000 copies r only $1.35 a line.

Anyone acquainted with farm per rates knows that the erage rate for this circulation uld be $1.85 a line, or 50 cents re than our four paper com-ation rate.

To put it another way, our nbination rate of $1.35 a line based on a circulation of 0,000, whereas, we are giving 0,000 circulation—a bonus of 0,000 copies.

am able to make the rate so on account of exceptional lishing facilities, the largest the west.

It is simply another case of a small margin of profit on a tremendously large volume of business.

The use of three or four of these papers means insuring results. I don't claim that every-one of these good advertising mediums makes good always for every advertiser. But I do claim that their combined use at the extraordinarily low combination rate makes results about as certain as anything can be.

While nearly all advertisers who can cover profitably three of the four States in question can also cover all four of them profitably, it should not be overlooked that the combination is a three or four paper combination.

The discount is 10 per cent for the use of any three or all four of the papers included in the combination.

Run the same key in all the papers used or a different key in each of them.

It is the one best buy in the western and southwestern farm paper field.

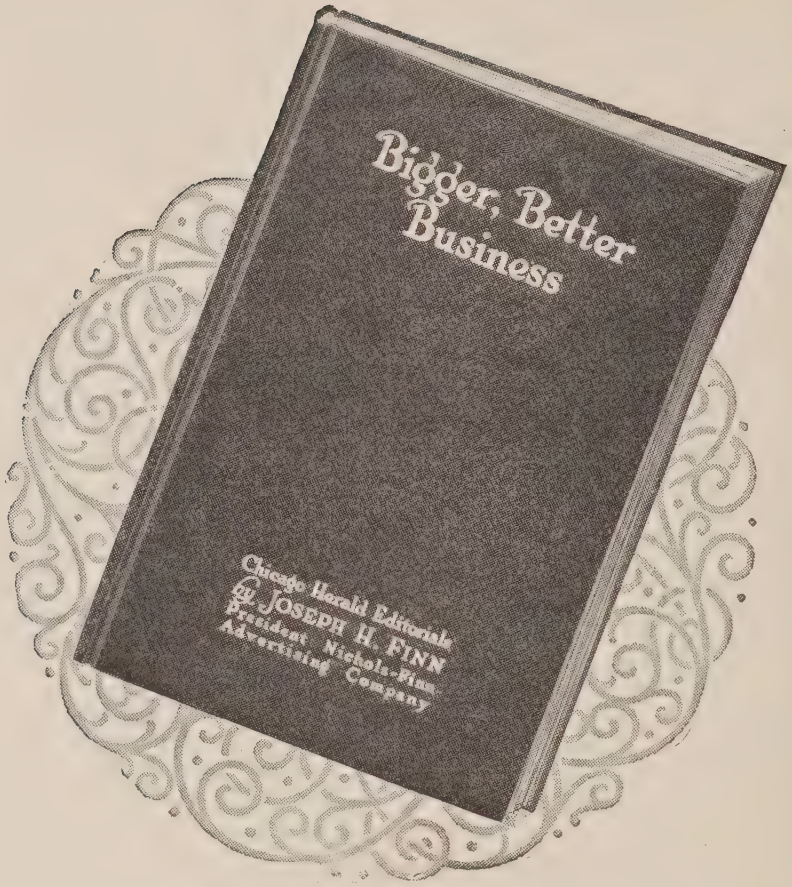
Arthur Capper.
Publisher

Topeka, Kansas, Dec. 18, 1915.

Members Audit Bureau of Circulations
Ask for a Capper Bulletin, or talk to any of my special representatives.

Marco Morrow, Director of Advertising, Topeka; J. C. Feeley, Mallers Bldg., Chicago; W. T. Laing, Flatiron Bldg., New York City; R. W. Mitchell, Graphic Arts Bldg., Kansas City; C. H. Eldredge, Chemical Bldg., St. Louis; M. L. Crowther, Colcord Bldg., Oklahoma City; J. T. Dunlap, First Nat'l Bank Bldg., Omaha.

Four Great Papers



Free

The "Biggest" Merchandising Book of The Year

JOSEPH H. FINN has written a series of talks on "Bigger, Better Business" which originally appeared as editorials in the Chicago Herald

These talks are so big with interest—they attracted so much attention and comment—that we have made them into a very "bookish" book—a setting worthy of their merit

We shall be glad to mail a copy of this book to any business principal, advertising or sales executive who may be interested

NICHOLS-FINN ADVERTISING COMPANY
222 SOUTH STATE ST., CHICAGO
200 FIFTH AVENUE, NEW YORK

MERCHANDISING NICHOLS FINN ADVERTISING

retail end proved the most prolific of results so far as the receiver was concerned.

He found that the capital investment in the retail branch of the business was fully twice what it should have been—too many wagons and horses; too valuable real estate—purchased years before when land was cheap—used for storage purposes; too much money in equipment and handling machinery considering the volume of business done; too much high-priced office space. Then a dissection of the working force showed too many men behind the counters, double the number of bookkeepers really necessary, several stenographers, a manager, an assistant manager, a yard manager, watchmen, a surplus of teamsters and laborers, and then a staff of city salesmen.

The receivers pointed out how modern methods of management and accounting would cut both the overhead and the direct labor enormously; but the company was in the hole so deeply that the retail end of the business was dropped and all the resources were concentrated on the wholesale end. The books had never fully segregated these two departments, various items of overhead having been improperly charged; but when the retail business was closed out and the equipment and real estate turned into cash, it was found that the wholesale business showed a profit.

The bankruptcy courts, I believe, would show many instances of insolvency that came from a failure to keep departments distinct from one another in the accounting. Unless there is a proper mechanism of records, one profitable department is likely to carry several departments that are losing money. I am aware that this will not be news to manufacturers of the better school of management; but since we find it hammered home occasionally in some big failure there seem to be concerns of importance that do not put the principle into practice.

Speaking of coal recalls a bankruptcy proceeding that came to my attention several years ago. The question of efficiency came up and it was shown that the lack of proper coal-handling equipment had run up heavy costs. The coal for retail delivery was dumped in bulk into the wagons, even where it had to be shoveled from the wagons into bags and carried into the premises of the customer. This process required not only a waste of labor, but consumed the team time in an extravagant way.

It has been my privilege recently to devote considerable time to the study of plants with advanced systems of handling material and parts in process, and the enormous saving in overhead and general costs is in some instances almost incredible. In one notable case the number of men on the payroll of a large factory was reduced more than 30 per cent. In a number of plants the output was nearly doubled with practically the same number of men.

I am straying away from the direct issue, receiverships; but the two propositions are pretty closely allied.

There is nothing more helpful than a study of receiverships in impressing on us the difference between "going" values and actual physical values. A merchant who went into insolvency scheduled his assets at $3,200,000, but the receivers listed it as $1,900,000. As soon as the "going" value drops out of a business, that business is like a machine standing still with the electric power gone. If there is no way to get the power back quickly, the machine as an asset loses a part of its value, varying according to circumstances. If it is a large, special machine, not easily moved or sold, it becomes almost worthless; and if a failed business is not easily sold or reorganized the value of its assets becomes simply what they will bring at a forced sale, less the expense of closing out the business.

GOOD WILL, BUILT BY ADVERTISING, COUNTS

Right here comes in the value of good will established by advertising. In the case of the house just cited there had been no advertising, except in a small way,

to the trade. There was practically no consumer good will which might have induced capital to take hold of the business and reorganize it. It has happened not infrequently that a well-advertised business with strong potentialties has failed because of bad financial management, or inefficient operation, or perhaps poor salesmanship. Without the stored-up value of its advertising, such an insolvent business might have to be liquidated at heavy loss. In PRINTERS' INK I once quoted some opinions on the value of advertising as a bankable asset, and in the present interviews with receivers and lawyers for receivers the same point comes up. The well-advertised business house, in the opinion of these men, is a much safer loan risk than the house that has no accumulated advertising good will. In case of insolvency the "going" value will not all drop out of the assets.

In other words, good advertising is a form of credit insurance, in addition to being printed salesmanship. The properly advertised house does not, as a rule, remain long in the hands of a receiver.

An attorney for a liquidated manufacturing house gave me a good instance of the reverse of this proposition. This concern had for a long time manufactured a line of goods connected with photographic supplies, but had sold its entire output under a yearly contract to one distributor. Not having any apparent incentive to advertise the goods or establish a name for itself, the manufacturing house simply made the goods and got out from under all other responsibilities. It figured that it was saving the expense of a selling organization; and why advertise when all its goods could be sold without?

But it seems as if there is always danger, in every phase of life, when things come too easily. "Easy money" has its curse, and men must battle for the things that are to count in the end.

At any rate, in this case things came too easily and the company neglected to improve its goods and keep abreast of competition, so that suddenly its distributor cut it off. Not having any established name or good will, it found itself with a factory on its hands but no market whatever.

Of course, there was the usual receiver, but all he could do was to junk most of the machinery and sell the plant for what it would bring. Even the best of receivers cannot always overcome the lack of sound management further back.

J. R. Mix to Establish Agency

J. Roland Mix, business manager of *Scribner's Magazine*, has resigned to establish a general agency in New York the first of the year, under the name of J. Roland Mix, Advertising.

Mr. Mix has been associated with *Scribner's* for many years, having been advertising manager prior to assuming the management of the business. He was a former president of the Quoin Club—the National Periodical Association and has been active in the work of the club since its organization.

Fisk Rubber Buys Federal Tire

Fisk Rubber interests have bought the Federal Tire and Rubber Mfg. Company, of Cudahy, a suburb of Milwaukee, Wis. According to the Dunlap-Ward Advertising Company which is handling the Federal tire advertising the change will make no difference so far as that company's general advertising policy is concerned. B. C. Dowse, the president of the company, has withdrawn.

Conover Resigns from N. W. Ayer & Son

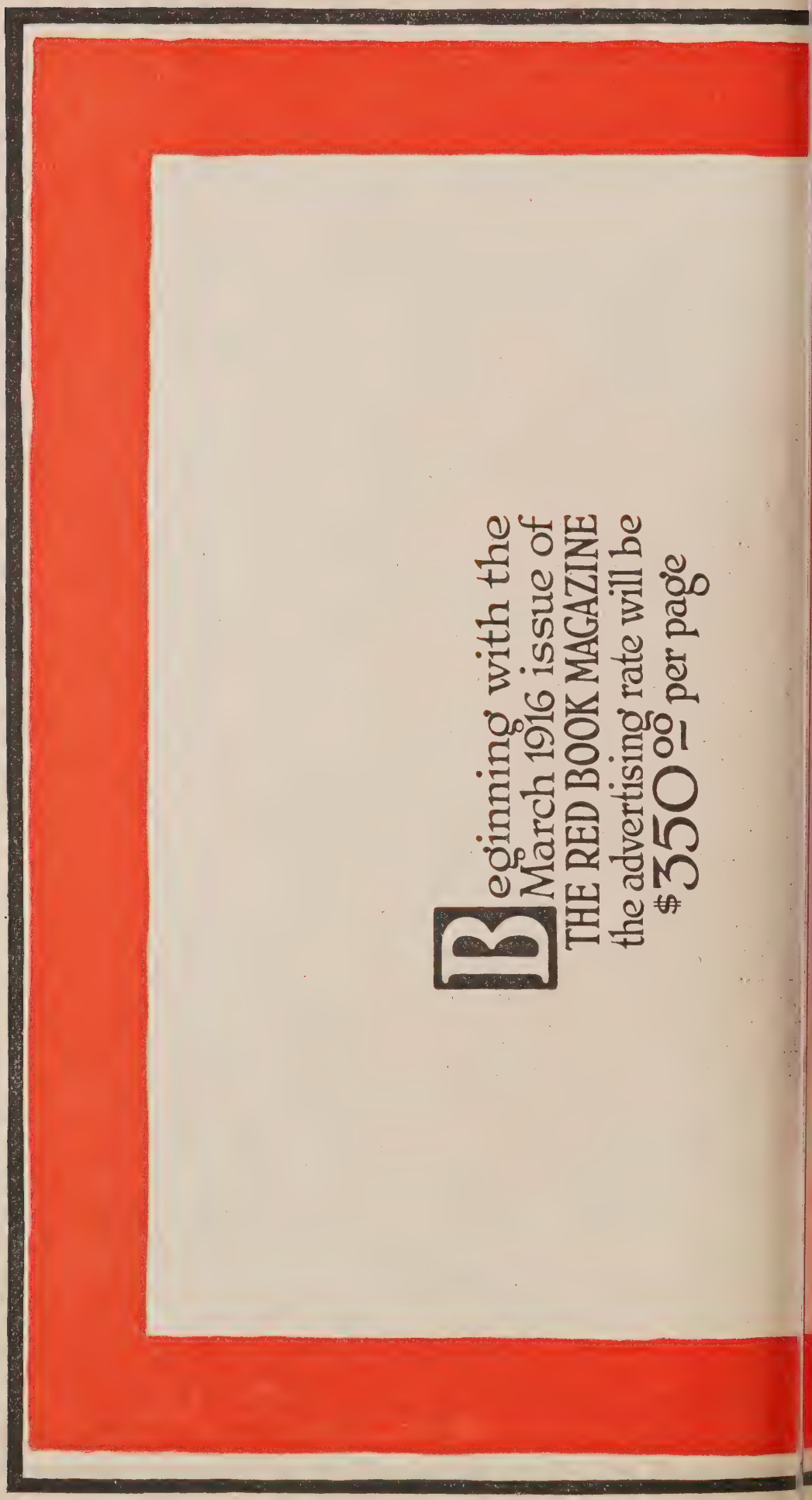
S. A. Conover has resigned from the management of the Chicago office of N. W. Ayer & Son. No future connection has been announced. Mr. Conover was for five years manager of Ayer's Chicago office and for ten years before that held a like position with the Boston office.

Gardner Agency Secures General Roofing Account

The Gardner Agency, St. Louis, is now handling the advertising account of the General Roofing Company, whose headquarters are at St. Louis and principal factory at East St. Louis.

H. R. Reed with "Housewife"

H. R. Reed has resigned as advertising manager of the *Christian Herald* to assume a similar position with the *Housewife*, published by the A. D. Porter Company. His duties with the *Housewife* will begin January 3.


Beginning with the
March 1916 issue of
THE RED BOOK MAGAZINE
the advertising rate will be
$350.00 per page

James Oliver
Curwood
whose stories of "Kazan"
in THE RED BOOK MAGAZINE
evoked more enthusiasm than any feature ever
published in a magazine has written another
novel of animal life. The title of the story is
"The Grizzly"
and it begins in the January 1916 Issue of
THE RED BOOK MAGAZINE

While it is true that Old Dutch Cleanser isn't essential to The Farm Journal — being as our subscription lists are always clean — yet we somehow do feel that Our Folks have a right to know more of "the national Spic-and-spanner."

Reservations for April Farm Journal are now in order.

The Story of Biggest Mail-Order Tobacco Business in the World

Martins, Ltd., Is the Enterprise and It Owes Its Start To a Curious Circumstance

By Percy Waxman

WILL the class please rise and tell teacher where is the largest mail-order cigar and tobacco business in the world? No, my son, wrong this time. And you in the front row, you're wrong, too. No, it is not in Pennsylvania. No, nor in Florida. Give up? Well, it isn't in the United States at all, but in London.

Yes, London, England, the city on the Thames, that's where it is. And in order not to prolong the suspense any further, the name of the largest mail-order tobacco house in the world is Martins, Limited. And the managing director and sole surviving founder, Walter Martin, is as English as roast beef and Yorkshire pudding.

Martins, Ltd., began in 1885 in Guernsey, one of the Channel Islands lying between England and France. Now for some unaccountable reason the Channel Islands pay no duty on tobacco. Just why this is so nobody in England seems to know. Mr. Martin doesn't know, and he was born in Guernsey. I ransacked all the musty statutes relating to tobacco that I could find, but not a jot, tittle, iota or jitney's worth of information could I unearth on that little but important point.

That curious and typically British anomaly *made* Martins. As everyone knows, the duty on tobacco in England is one of the very few items upon which any kind of levy is imposed in that free-trader's paradise. At least, this was so before the war. Now all kinds of special imposts have been introduced to raise revenue to help pay the $15,000,000 a day the war is costing Great Britain.

In the fortunate Isle of Guernsey where no tobacco duties exist to annoy mankind, Walter Martin and his brother had a modest little tobacconist shop. Being possessed of highly sympathetic natures it hurt them to think of the vast army of smokers in England, Scotland and Wales who were compelled to pay taxes on their smokes while the lucky dwellers in Guernsey puffed away duty-free. The Martin Brothers

A SAMPLE OF MAIL-ORDER COPY THAT SELLS GOODS TO THE BRITISH PUBLIC

felt that something ought to be done about it. Then it dawned on them that the very people to do it were Martin Brothers of Guernsey. They thereupon conceived the highly philanthropic plan of supplying smokers in England with cigars, cigarettes and tobacco from dutyless Guernsey, shipped by mail.

As Martins had nothing to bother about in connection with duty, it had only to charge a profit on the goods themselves. The consumer paid the duty on receipt of his order. This of course made it easy for the Martins to undersell the ordinary importers. Another thing that helped them was the fact that the holder of a tobacco license could not import less than 80-lb. weight of cigars at a time. And he had to put up $1.25 per pound in cash as duty. Now he could get credit on his importations but *not* on the duty he had paid in advance, and this forced him to add a profit on the duty as well as on the goods, to take care of his entire investment. Finally, to complete the circle of events so fortunately operating for Martins, a consumer could import any quantity of cigars, big or little, by mail and *have the duty collected by the postman.* No restrictions hindered him. As long as he was importing for his own consumption he could order 80 pounds, 8 pounds or 8 ounces if he pleased.

AN EARLY ADVERTISEMENT, USED IN 1885

When the British smokers first saw Martins' mail-order advertisements they fell over themselves to place their orders. The English importers, when they saw *how* and *why* Martins were undersellling them, raised a howl, but with a characteristically British sense of individuality they all did their howling separate and apart from each other. It actually took ten years for any concerted action against "the Guernsey interlopers" to be attempted by the British importers who were suffering through the peculiar laws of their own land.

At last, in 1895, the cigar-makers and importers of Great Britain held a hectic sort of meeting in London to denounce the injustice of a system that permitted Martins to thrive. In the course of the meeting it was very clearly shown that on account of the curious duty situation in England, Martins of Guernsey could sell cheaper and give better value than any tobacco man in the country. One day later Martins flooded the length and breadth of the land with circulars reporting the very

flattering speeches made at this meeting. Increased sales resulted at once. In the ten years between 1885 and 1895 when the agitation against Martins came to a head they had built up a tremendous list of regular customers all over the United Kingdom and at last decided to open up business in London itself.

The Guernsey story was kept up and consumers were told that they could still receive their supplies from Guernsey if they pleased. But it was advertised that in order to meet urgent orders a stock was carried in London from which consumers could be supplied at Guernsey prices plus the duty. Little by little the direct-importation plan ceased to be used by customers and to-day the Guernsey office is kept open only to take care of foreign trade.

When Martins began their mail-order advertising in 1885 they had a capital of $18 in money and about $1,000,000 in nerve. Their present capital in money is $250,000, and their faith and nerve remain incalculable. To-day they have over 150,000 regular customers on their books, including princes, lords, ambassadors, admirals, generals and men in every branch of political and professional life. Normally they invest over $75,000 a year in advertising. Their first ads in 1885 were placed in a limited number of monthly publications, quarter-pages being used. Later the space was increased to full pages.

As their business prospered they branched out into newspapers, using what was looked upon as very extravagant space at that time. To-day Martins make use from time to time of any and every medium, although the tendency of the house seems to favor big space in the leading dailies.

FOLLOW-UP OF A FRIENDLY NATURE

They also make use of a most thorough and elaborate system of form letters covering almost every possible situation that their business ordinarily can produce. Every letter received is answered either by a form or personal letter. If an order is received as the result of some recommendation the person responsible is thanked. A customer may make a purchase after a long interval. He is greeted back into the fold with a welcome that makes him know that Martins has missed him. And so on. In every conceivable way Martins tries to maintain a personal sense of relationship with its vast army of customers.

It also advertises that the motto is "The customer is always right." And this is scrupulously lived up to. When a customer complains about some shipment or other the

NEWSPAPER COPY TO ATTRACT MAIL-ORDER BUYERS

company doesn't wait to make inquiries about his complaint. It does not matter if he is in the wrong or right. Martins makes good to him whether he deserves it or not. This kind of treatment is rather rare in a land where people stand on their just rights as a rule, and has helped Martins to build up a valuable asset in good will.

When the present war broke out Walter Martin expected a big falling off in business and foresaw the possibility of having to curtail his staff, reduce advertising and economize all round. As a matter of fact none of these dire happenings took place. To-day after over 16 months of war Martins' staff is almost double what it was formerly and the *business larger than ever.*

HOW THE WAR WAS TURNED TO GOOD ACCOUNT

You may well wonder how this can be. The answer is Walter Martin. He conceived and put into operation what are known as the Overseas Tobacco Funds, by means of which the soldiers at the front are being supplied regularly with all forms of tobacco. He made an arrangement with 200 newspapers throughout the whole British Empire to invite their readers to contribute any sum from one cent up for the purpose of supplying T Atkins & Co. with tobacco. The newspapers jumped at a plan so patriotic, so logical and so circulation-building, and the scheme received wide publicity. Martins also induced the government to permit this tobacco to go to the troops *duty-free and carriage-free.* Then the concern agreed to give the benefit of these concessions to the donors of the cigars, cigarettes and tobacco. As a result the people who send in contributions to any of the 200 newspapers know that they can send approximately two dollars' worth of smokes for one dollar.

Vast sums of money from these funds pour into Martins every day. What British subject wouldn't respond to such an appeal? Martins relieves the newspapers of all clerical work, all responsibility, and all detail. Subscribers' original letters are sent to Martins and all contributors have the privilege of designating whom their gifts are to go to. With every package sent to the front return postals are enclosed and I myself saw thousands of acknowledgments from soldiers who had received gifts through Martins. The Overseas Funds and the efficient manner in which they are being handled have made Martins Ltd. more popular than ever.

It was a stroke of genius to conceive of such a plan and Martins deserves all that is coming to it as a result. Credit should be given for much of the successful handling of these funds to the present advertising manager, Mr. Clifford.

In 1904 the American Tobacco Company made Walter Martin a very flattering offer to join it in this country, but after looking the ground over he decided to remain at 210 Piccadilly, London. Spend an hour or two at Martins and you will see why.

How Philadelphia Will Profit from Convention

To bring the 1916 convention of the Associated Advertising Clubs home to Philadelphians—to let Philadelphia business men get direct benefit from the convention sessions—is the purpose of a temporary organization being launched in that city. The "Associates of Poor Richard" is the name that has been given it; and it is expected that 1,000 Philadelphia manufacturers and other business men will pay the ten-dollar dues and thereby be given the benefits of membership.

The chief advantage of membership will be forthcoming during the convention sessions next June, as all "Associates of Poor Richard" will have the same privileges that are accorded accredited representatives of the member clubs. They will have the opportunity of attending such of the meetings as promise to be of most value to them and will exchange ideas with business men from other localities who are interested in the same things they are.

The Poor Richard Club has adopted the idea of securing temporary "Associates" in order that the greatest good possible may accrue to Philadelphia because of the convention.

A. W. Dippy with McGraw

Albert Ward Dippy has become associated with the McGraw Publishing Company, New York. For ten years he was with the International Correspondence Schools, Scranton, Pa.

One of the best letters "Power" ever received from a reader—

"In reference to your Ad. Editor's page in Power, I would like to forward my acknowledgment of the value of the advertising section. My work is mostly connected with boilers, pumps, heaters, steam pipes, gauges, etc. In securing steam equipment I invariably seek the Power advertising section in which I have always found my needs. Below are some of the articles our company has bought through the influence of the Power advertising section.

"Simplex blow-off valves, Lunkenheimer valves and fittings, Ashton pop valves and gauges, Garlock packing, Pump suction strainers, Tube scrapers of different makes, Tube expanders of different makes, Smooth-On cement, Eynone-Evans blow-off valves, Vulcan chain tongs, Trimo pine tools, Cochrane feed water heaters, Lagonda tube cleaners, Economic Boilers, Erie City Iron Works, Joseph Dixon's belt dressing and paint, steel tubes and pipe, National Tube Co., Toledo stock and dies, Toledo Pipe Threading Machine Co., Penberthy injectors, Penberthy Injector Co., Johns-Manville pipe covering and packing, Jenkins Bros. valves, McClave-Brooks Co., shaking grates.

"These are only a few items that I have been helped out on through your paper's advertising system and I feel that in the future it will be a great help to me." Yours truly,

(Signed) A. C. HAWKINS,
Chief Boiler Inspector.
CONSOLIDATION COAL COMPANY,
FAIRMONT, W. VA.

That explains why it pays manufacturers of power plant equipment to "Put Your Ads in Power."

POWER

One of the five Hill Engineering Weeklies, published at 10th Ave. and 36th St., New York City. The others are *The Engineering and Mining Journal, Engineering News, American Machinist,* and *Coal Age.*

All Members of the A. B. C.

This is the *we have* and *we will* time of the year, when ambitious men are satisfied—yet dissatisfied, when achievements, *big* in the light of the past, became *small* in the brilliancy of the future.

Ten months have passed since Hearst's Magazine changed its physical appearance and offered to the public in new dress the same excellencies it had given them in other clothing.

The public liked the change and at this moment more than 550,000 people are anxiously awating the January number, where a year ago less than 275,000 seemed interested.

It means something to *double* the circulation of a general magazine in ten months.

Yet, when we read the magazine, analyze it, compute its cost and realize the strength of its contents, its marvellous art effects, we wonder that a million are not awaiting the January number instead of the mere more than half a million.

So the achievement of ten months is dimmed by the outlook of the coming twelve.

Our January issue closed with a larger advertising revenue than any issue in 1915 with the exception of the month of December.

With the February number still ten days removed from closing, copy in hand shows a 300% gain in advertising revenues over a year ago, and copy and orders are still coming in.

In the first eighteen days of December we banked as much direct circulation revenue as we did in the entire month of November, and at the present rate we will exceed November, 1915, issue by 50% and December, 1914, issue by 250%.

We have rather concentrated our circulation efforts too, and advertisers will discover upon an analysis of the detailed report in the hands of our representatives, that in most cities and towns where their distribution is largest, Hearst's shows a greater concentrated circulation than any of the other general monthly magazines, but one.

Circulation to be of great advantage must have as its objective those centers where advertisers must secure the largest distribution, and it must be circulation secured at reasonable cost in order that it may be sold to the advertiser at a fair rate.

Forms for February Close December 31st

Hearst's Magazine

ew York Office
19 West 40th Street

Chicago Office
Hearst Building

Member Audit Bureau of Circulations

Why Big Retailers Gladly Co-operate

¶ Leading Merchants from Coast to Coast are giving their hearty co-operation to The Sperry Magazine plan—advertising Sperry Magazine Days in their local newspapers—making prominent window display—and presenting this new and interesting fiction, style and "Home" monthly to an aggregate of 500,000 of their Best Customers among the Women-Who-Buy.

Because

¶ Not only is The Sperry Magazine full of reader-interest—but, from the Merchant's view point it is a most valuable Service Proposition—it creates enthusiasm among Woman Buyers and brings new crowds and new money to the store.

¶ Women who ask their favorite dealer for The Sperry Magazine are interested in the goods it advertises, which are—or should be—sold by The Sperry Magazine Merchant-Distributor.

¶ You can use this New Selling Force to the advancement of *Your* business.

Send For Booklet

"CREATE THE BUYING IMPULSE"

Or ask us to Call

THE SPERRY MAGAZINE

FOR THE WOMAN-WHO-BUYS

Two West Forty-fifth Street - New York

WILLIAM STARR BULLOCK, *Business Manager*

The Toy Model as an Advertising and Sales Aid

Manufacturers Explain How They Are Putting Miniatures to Good Use

By John Allen Murphy

Advertising Manager, A. S. Boyle Company, Cincinnati, O.

AS a one-time retailer, as well as now an advertising man, the article published in PRINTERS' INK on the toy range of the Western Electric Company aroused my interest. It also stirred my curiosity to the point of mobilizing my recollections of propositions offered me when I was running a store and of writing to some of my manufacturing friends who are featuring toy models of their standard products.

The evidence thus gathered may be suggestive to the readers of PRINTERS' INK.

First of all, it seems obvious that to-day, December, 1915, is a propitious time for manufacturers to bring out such toy models, if they are favorable to the toy model as a general proposition. German toys, erstwhile supreme in the American market, are hard to get. The war has isolated the field for American occupation. Again, the demand for toys has been steadily increasing of late years, it formerly being seasonable, but now all the year round.

Such briefly and generally stated is the position of some manufacturers who have written me. Moreover, it was also pointed out to me that while the making of a toy model of branded merchandise is not a new thing, it is more feasible to-day because the public is beginning to appreciate this direction of manufacturers' efforts. In other words, a toy model isn't regarded as a "stunt," but is looked upon by parents as an opportunity for the education of children along useful lines.

When I was buying my holiday stock at the time I went into the retail business about six years ago, the salesman suggested that my store could stand about two to five gross of the Bissell toy carpet-sweepers. I told him to curb his riotous imagination and talk sense. He still insisted that I should buy at least two gross. I intended to pass up the item entirely, as I didn't think it would sell. We finally compromised on an order for a couple of dozen. Along about a month before Christmas, a Sunday school teacher spied the toy sweepers. At that time we had only 18 or 20 of them left. Imagine my surprise when I heard the teacher telling the clerk that she would take 50. We sold her all we had, and couldn't get any more from the wholesale house.

TOYS THAT TRAIN THE YOUNGSTER TO BUY LATER

Judging from the demand that we later had for these sweepers, the five-gross purchase that the salesman recommended wouldn't have been any too much. In subsequent years, I found these Bissell Midgets one of the surest selling items in the toy line.

The Bissell people were among the first to put out a toy miniature as an advertisement for their regular sweeper. These toys are distributed extensively, and it is fair to presume that they are merchandised for a profit as well as for advertising. And what an excellent advertising medium they are! Thousands and thousands of little tots are learning what a carpet-sweeper is and how to use it. They are also becoming acquainted with the Bissell name, and as the impressions of childhood are likely to be permanent, the name will never be forgotten. When these little girls grow to be women and have homes of their own, the suggestion that they should have a big Bissell sweeper is going to come to them, and it

won't take much effort to induce them to buy one.

If it is true that the education of a child should be started on the grandparents, the manufacturer cannot start in too early to advertise to the child. The earlier in life he gets his message to the child, the less work he will have in getting the business of the youngster when he grows up. There is another angle to this line of reasoning. Parents take a lot of interest in the toys which their children have, and can be greatly influenced through these toys. When a mother sees that her little daughter is getting no end of pleasure out of her toy sweeper, the idea is very likely to come to the mother that perhaps it would be a good thing for her to buy one of the full-sized sweepers. In this way these toy miniatures remind folks of the regular products, which they are intended to represent.

For some time the Studebaker people have been marketing a toy wagon, which is practically a miniature of their famous farm wagon. It is distributed extensively, and in the vehicle trade it is well thought of as an advertising medium. When asked as to the publicity value of this little wagon, a member of the sales department of Studebaker's wrote me:

"We sell the Studebaker Junior Wagon, passing it on to the dealer, not with the idea of making a profit on the wagon, but at a price that enables him to sell it at a profit. We are interested in disposing of a large number of them because each one carries the name 'Studebaker.' We look upon the name used in this way as being good in the way of general publicity. A toy used as an advertising proposition that does not represent the line being advertised in the same sense that the Junior Wagon represents our lines of horse-drawn vehicles, in our opinion, would have very little advertising value in this line of business."

Toy miniatures are being put out for almost every kind of a product. One of the most interesting is the Dolly Toot Brushes, being marketed by the

ADVERTISING OF A DOLL BLANKET WHICH IS PROMOTED AS A SAMPLE OF REGULAR LINE

Alfred H. Smith Company, importers of the Kleanwell Tooth Brushes. These little doll brushes have made a tremendous "hit." It is claimed that they are used solely for advertising purposes, and are not merchandised as a toy for profit. When asked about them, R. H. Smith, treasurer of the company, said:

"We feel that Dolly Tooth Brushes are quite a permanent institution with us. We first adopted them with the idea of interesting the child who would be the future user of tooth brushes. They have been most successful. We believe that they attract more attention for the cost of them than anything else we have ever done. What pleases the child pleases the mother and, incidentally, the mother is becoming acquainted with Kleanwells in a most natural way.

"Any article that appeals and can be used by the child which is not readily destructible, is apt to be kept for a long time and be constantly in view, so altogether we feel that juvenile advertising of this character brings more results for money expended than any other way."

There are several concerns who manufacture toys as a straight merchandising proposition or as a sort of side issue and not for the purpose of advertising their regular products. These toys are not always exact productions, in miniature, of the regular line, but are so similar to it and attract so much attention as interesting novelties that they indirectly advertise the regular product of the manufacturer. I have in mind the Midget Washer, made by the H. F. Brammer Mfg. Company, Davenport, Iowa. Although on the market only a short time, it has attracted much attention to the full-size washing machines of this concern.

The same could be said of the Little Housekeeper Wizard Toy sets manufactured by the Wizard Products Company, of Chicago.

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Intended as an advertisement for Wizard cleaning products these sets are certainly accomplishing their mission, although on the market only a short time.

The Rollman Manufacturing Company, of Mount Joy, Pa., makes three sizes of toy food-choppers, which are very popular toys. While not reproductions of the regular-size choppers that this company manufactures, these little miniatures certainly do succeed in reminding folks of the big choppers.

There are a few organizations that have started to make toys, along the lines of their regular business, so as to keep their factories busy during dull seasons. Prominent among these is the Dover Manufacturing Company, Canal Dover, Ohio. Its toy sad-iron is one of the best-selling toys made in America. These toys are expected to pay their own way and are not obliged to advertise the regular line of their manufacturer to justify their existence. But notwithstanding this these toys certainly do advertise their big brothers in splendid shape. When written on the subject, Mr. Huff, sales manager of the company, replied in part as follows:

"You are perfectly correct in your presumption that our toy sad-irons are manufactured and distributed as a regular merchandising proposition for profit. There is a certain advertising value to these, although it is, of course, practically impossible to estimate this. At the same time, however, we would not consider selling these at their cost unless it would, at the same time, reduce our overhead.

"To be perfectly frank in regard to our toy line, one of our real intentions in manufacturing this was due to the fact that it worked in nicely as a fill-in during the summer months, when our other business was more or less slack. As you doubtless know, all toy goods are sold beginning with August 1st, and invariably carry October to November dating. However, at the present time, our electric irons take care of the hot summer months, but we would be loath to part with our toy line, due to the nice business we have developed on it."

MARKETING METHODS FOR TOY CLEANERS

Perhaps no toy advertising has ever received so much attention as the copy being so extensively run during the past few months by the Frantz Premier Company, of Cleveland. Advertising men have done a lot of speculating about this campaign. In some respects it is different from any advertising campaign ever attempted before. Men in the advertising business are genuinely interested in knowing what results this somewhat original merchandising plan has accomplished. Let R. F. Baldwin, manager of sales promotion of the Frantz Premier Company, tell the story:

"From the viewpoint of the cost per sale I doubt if there has been a more successful campaign in the magazines this season than our series of small advertisements on the toy model of the Frantz Premier Electric Cleaner. One single 35-line insertion of this advertisement brought more than 1,500 answers, each one with 25 cents enclosed, either in stamps or coin.

"The copy has appeared altogether in about 50 different mediums, and also is being used in the form of a patent motion-slide in theaters. The miniature is also being advertised by the use of special windows in electric stations, in department stores and in our own retail stores in several cities. One such window in Boston brought in an average of 25 orders daily for two weeks. One of the windows gotten up by the Cleveland Electric Illuminating Company on this toy brought in an average of 35 orders each day.

"An interesting feature in connection with the copy has been the fact that the returns were improved by using a cut made from a little amateur photograph in place of specially posed profes-

Merry Christmas

J. E. Williams
Western Manager

Hosmer H. Allyn
Sherman K. Ellis
William Gollan
L. Malcom Hart
Fred J. Maxted
E. H. Murphy
Heber H. Smith
J. Stewart Weston

J. G. Jarrett
Eastern Manager

Arthur H. Blight
P. F. Fitzpatrick
C. W. Fuller
Chas. C. Hommann, Jr.
J. D. Hooley
Oscar S. Kimberley
R. F. Matteson
A. D. Titsworth
Kenneth Warden

5¢ a copy
Collier's
THE NATIONAL WEEKLY

W. G. F. Hammesfahr.

Sales Manager of Advertising

WOODWARD
ST. LOUIS
Off the Beaten Track
has its allurements—but in Advertising he arrives first who sticks to the signposts.
Good common sense is never overdone. Its dictates serve for most successful advertising.
We build campaigns like track roadbeds—from station to station. Progress is not in general direction but in a succession of happy arrivals somewhere. Where do you want your tracks?
The Advertising Agency of
WOODWARD & TIERNAN PRINTING COMPANY
SAINT LOUIS, U. S. A.
WOODWARD
ST. LOUIS

sional models which were used at first.

"We have been approached by at least half a dozen mail-order houses and also by the largest syndicate of 5, 10 and 25-cent stores with requests for quotation on this toy in large quantities. A number of the toy stores have also applied. As a matter of fact the manufacturing cost of these toys is considerably in excess of the selling price—and consequently it would not have been practical as a straight merchandising proposition. That is also the explanation of the fact that we have had no competition on it.

"In order to make the selling price come nearer to balancing the cost of production we raised it to 35 cents—and the raise has not increased the advertising cost of the sale in the least—in fact, it has been gradually reduced, due doubtless to the cumulative effect.

"Of course the chief purpose of this miniature is to give publicity to the full-size electric cleaner—but it has proved to have more than publicity value—for it has been the means, in about ten per cent of the sales of miniatures, of making a sale of the large cleaner.

"This result was accomplished by our method of following up the sale.

"In the first place, just as soon as an order is received, the little girl for whom the toy is intended receives a letter on a special miniature letterhead, enclosed in a miniature envelope.

"This contains no direct advertising, and instead of being signed by the company name, it purports to come from the 'Fairy Electra,' the fairy of electricity. It reads as follows:

ELECTRA
THE FAIRY OF ELECTRICITY

To the littlest mistress of the House:

This wee letter is to thank you for the order you sent me for the wee Frantz Vacuum Cleaner.

My special messenger will be bringing it to you in just a few days.

Moreover I have decided to make you a member of the "Electrical Fairies"—that means that when you grow up no one in *your* family will ever have to tire themselves out with old-fashioned methods of cleaning, or put their hands into dirty dish water or break their backs scrubbing clothes. All that will be done for you by my electricity and my magic Frantz system.

In the meantime, good luck and many happy play days.

Your friend,
"ELECTRA."

P. S. If my messenger doesn't reach you with the toy cleaner in a few days, please let me know by sending me the enclosed post-card, and I will send you one right out of my own house.

"Within a short time after the little girl receives this letter, the toy itself is delivered. Wherever possible the delivery is made by a member of the local salesforce. He uses the delivery as a method of getting into the home, and arousing the interest of the mother as well as of the child. He opens up the box containing the toy and shows the mother a card, which she gets along with it, and which entitles her, as a part of what she has paid for, to a free trial of the full-size Frantz Premier Cleaner. What better opportunity could he desire of making a demonstration and leading up to a sale?

"So great has been the demand for this toy that we are only now beginning to catch up with it. Our production at present is good for 300 toys daily—and we hope in the future to be able to take care of all orders without the delays that were sometimes necessary in the past.

"As one method of making certain the demand does not overwhelm us, we are just preparing to raise the price to 50 cents, and the general impression among our branch managers and distributors is that they will be able to put out almost as many at the new price as at the old one."

CHILDREN IN TRAINING TO BECOME FUTURE CUSTOMERS

Some of the fancywork people, such as the Richardson Silk Company, make embroidery sets for children. While these are not miniatures of their regular productions, they are got out primarily for advertising, and on the theory that the earlier a child gets the fancywork habit, the better it is going to be for the embroidery business.

Several furniture factories make children's furniture out of the

pieces left over from the manufacture of their regular line. However, since this toy furniture is not marketed under a brand, it can hardly be said to advertise the household furniture that is made by the same manufacturer. If these concerns would brand their toy furniture they would unquestionably not only broaden the market for it, but also give their regular furniture a certain amount of desirable publicity.

There are dozens of scattering instances of firms who get out a miniature of their product to be distributed as souvenirs at fairs, exhibits and such places. Other manufacturers occasionally make a quantity of toys of their products and sell them at a nominal price, but make no attempt to regularly and systematically market these little articles.

There are a number of cases where the manufacturers of blankets, knit goods and similar things have put out doll clothes and articles for dolls with the intention of having the stunt advertise their regular goods.

Toy stores offer a certain advertising opportunity, which many manufacturers, especially in the food line, are taking advantage of. Firms like the N. D. Cass Company, of Athol, Mass., make little toy stores and kitchen cabinets, which are sold by the hundreds of thousands by the chain ten-cent stores. These toy stores and cabinets contain a quantity of samples of such products as Uneeda Biscuit, Arm & Hammer Soda, Royal Baking Powder, Karo Corn Syrup, Kellogg's Toasted Corn Flakes, Sapolio and many others. The Ludwig-Goldfield corporation, of New York, makes a whole line of toys, such as express wagons and auto trucks, as well as little stores, in which samples of advertised products are included.

In this article I have done little more than call attention to a form of advertising that is receiving a great deal of attention, and which seems to be destined to develop surprisingly during the next couple of years. I have not tried to cover the subject fully, as it is too extensive, nor have I attempted to catalogue all the firms who are now advertising through the medium of a miniature product.

Most manufacturers who make miniatures of their products do so primarily for advertising purposes, but many of them also manage to squeeze out a little profit besides. It is a kind of advertising that has many obvious advantages, and most of those who have tried it are very enthusiastic about the results received. However, manufacturers who are thinking about getting out a toy that is a reproduction of their regular product should know what they are about before making the leap. It is vital that the toy be substantial and be made to stand hard usage. A flimsy toy won't do. It is likely to suggest that the full-size article, which it is intended to represent, is also inferior. Advertising toys should be branded and linked up as closely as possible with the usual trade-mark of the firm, or the fullest benefit will not be derived from the distribution. Lastly, it should be remembered that toys, unless they are given away, are as hard to market as any other article, and the best results will be obtained only when they are advertised—somewhat after the methods used by the Frantz Premier Company and the Western Electric Company.

In concluding this article I want to venture the prediction that American toy manufacturers are not going to have the field entirely to themselves. The German toy industry is not down and out. It is going to come back and strike hard. Thousands of those who are crippled and disabled in the war will find the making of toys work that they can do very nicely. The Germans will continue to find a market for their toys. But nevertheless the quality of American toys, backed by American advertising, will more than offset the advantages which the Germans may have in the toy business.

TAKE a copy of the January LADIES' HOME JOURNAL—Run it through in the light of these comments on certain features—

Noting particularly why they are in THE HOME JOURNAL at all—

Put yourself in the woman's place—any woman, anywhere—and see what this means to her—

Then you will realize what it means to you—in fact, to every man who has a message for 1,675,000 homes.

You have always held THE HOME JOURNAL in high esteem as an advertising medium.

Now you will know why you have held it so high.

Spotlight Towns

Muck-raking has passed. Not one city's shame but another city's achievement is what counts in civic betterment.

Magnolia, Mass., Bennington, Vt., Canton, Ohio, and Brazil, Ind., may be merely names to you, but through The Home Journal's new 4-page picture-lessons they become important centers, radiating good and teaching other communities by example.

That corking story you bought to read on the train probably ran serially in The Home Journal. You never knew it but your wife did, and so did sixteen hundred and seventy-five thousand other women.

Strong on the Story Side

"Seven Miles to Arden," now running, will keep a lot of tired business men up after bedtime when it comes out in book form.

"The Fatal Kink in Algernon" and "The Bronze Box" are a couple of short stories in this issue which are typical of the kind of clean, snappy fiction that The Home Journal is presenting every month.

Magazines whose whole appeal is fiction would make a lot of noise over such stories as The Home Journal has lined up for 1916.

Stay home from the office some day and watch the business of housekeeping. It *is* a business, and a mighty well-managed business. It has to be or go smash.

Intensive Housekeeping

The New Housekeeping is a new Home Journal department that helps keep the home solvent. Note the dishes that Mrs. Anna B. Scott makes for a dime, the budgets that Helen Louise Johnson tells worried people how to budge, and the money and time saving hints of nine other authorities.

Women on the Job

Have you any idea what a lot of women are helping the home by working on the outside?

Here is Fola La Follette, swinging around the Chautauqua Circuit in the interest of suffrage,

Mrs. Percy V. Pennybacker calling mothers to the colors on a Baby Saving Week,

Mrs. Mary I. Wood placing the responsibility of the less fortunate woman and her child, and

Mrs. Frederick Levy fighting for clean movie films for children—

There is big, serious stuff in this new "busy women" department.

Selling Religion

No one Home Journal feature has aroused greater interest than the series of articles relating to church work.

Churches, like many other industries, have sat back and waited for patronage. Now they are waking up to the necessity of exploiting their wares.

This article deals with church advertising. It's the experience of a business man who put over a real campaign and secured real results.

If you saw this story in Printers' Ink you would read every word of it.

Men may not be interested in fashions, but if women were not, men would be the first to complain.

Meet Mr. Farrar

On that account we have pleasure in introducing The Home Journal's new fashion editor, Mr. Henry T. Farrar, who is giving the fashion department a new touch.

Mr. Farrar speaks with authority on every detail of feminine adornment, and it will pay you to watch this most important department develop under his direction.

Thirty-five days ago the articles shown in the "Last Word" Department of the January Home Journal were put on sale in the big stores and little shops of the country. That's how new they are.

A Country-wide Shopping Tour

They were selected by twenty experienced shoppers covering every big center, hurried to us on the fastest trains, photographed, reproduced and printed on the most rapid presses and here they are for sixteen hundred and seventy-five thousand women to select from. This is a new monthly service—the most timely and most costly ever offered.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE
PHILADELPHIA

Why Trenton Potteries Dropped Meaningless "List Prices"

How the Policy of National Consumer Advertising Led to the Breaking Down of Trade Custom

By Roy W. Johnson

IT takes a lot of nerve sometimes to break away from a trade custom, even when it is perfectly obvious to all concerned that the custom has outlived its usefulness. Some concerns, it is true, are possessed of some of the spirit of the pioneers, and are willing to strike out into untried territory The great majority, however, are content to follow the custom until forced by circumstances to take a radical step and to occupy an advanced position. And it is probably true that advertising is responsible for the scrapping of more worn-out trade customs than any other one thing. One step in advance leads to another—often, in fact, makes the second step absolutely necessary.

The Trenton Potteries Company, of Trenton, N. J., has recently issued a general catalogue of its goods which quotes for each item the approximate price which the ultimate user may expect to pay. That may not seem so startling an innovation to the manufacturer of trade-marked specialties, but it is calculated to create more or less of a sensation in the building-supply trade. It represents a breach of trade custom which amounts to rank heresy; it is a slap in the face of tradition. "List prices," in the plumbing-supply trade are just as sacred—and about as necessary—as the two sword-belt buttons on the back of a frock coat. But there they are, and the rash individual who would disturb them is an iconoclast. Custom maintains them, and custom is one of the strongest things in the world.

As a matter of fact, I am told on excellent authority that there was a near-riot in the Trenton Company's organization when the proposition came up in sales convention, and that the same proposal was turned down cold two years ago when a previous catalogue was in process. But this time it went through in spite of the determined opposition of conservative members of the organization, and strange to relate, it seems to have been received with actual enthusiasm by the trade.

HOW THE CUSTOM GREW UP

Now the trade custom which prescribes "list prices" in those lines which may roughly be classified as "equipment and supply lines" is not to be sneezed at. Strictly "net" prices cannot be quoted for such products, because they are subject to the fluctuations of the market for materials and labor. Perhaps there was a time when the "list prices" really represented an approximation of the cost of the goods to the buyer. But that time was long ago, and as processes of manufacture improved, the "list prices" were permitted to stand. New concerns which entered the field commonly adopted the "list prices" of their competitors with little variation. Discount sheets were issued to jobbers and to dealers, and a special set of "rock bottom" discounts were in the possession of the manufacturers' salesmen. Jobbers and dealers alike understood that the catalogue prices meant nothing at all, and that their discount sheets represented merely a basis from which to bargain with regard to prices. There are certain catalogues in the hardware trade to-day which quote prices which are subject to discounts as high as 90 per cent *to the consumer*. But the consumer was never considered in the scheme of things while the custom was growing up and getting its strength.

As time passed, however, certain

manufacturers began to advertise their goods to the consumer, and were thereupon confronted with the necessity of issuing catalogues for the consumer. The old, familiar list prices were incorporated in these catalogues without any question as to their appropriateness. If the consumer wanted to know how much a thing was going to cost, he could ask the dealer. If the dealer didn't know, he could ask the jobber. The consumer would probably be agreeably surprised anyway, because the actual price would be so much less than the "list price" quoted in the catalogue.

It is highly probable that if the practice of advertising to the consumer had never been inaugurated, the old "list prices" would have persisted until the crack of doom. The trade custom was regarded as thoroughly established, and nobody was registering any very serious kicks against it. Since the demands of the consumer have been taken into account, however, there are several breaches in the wall. The Western Electric Company, for example, issued its latest jobbing catalogue with the announcement that the "list prices" had all been revised so that the application of a general discount of 50 per cent would indicate the approximate cost of any item. That was done, it was stated, so that the builder or the electrical contractor would be able to get intelligible information from the catalogue—something which had been practically impossible hitherto.

CONSUMER DEMAND FOR REAL INFORMATION

Now comes the Trenton Potteries Company, and goes one step further in printing prices which are approximately accurate without the application of any discount. Of course they are still "list prices," in the sense that they are only approximate. Strictly net prices cannot be quoted because they fluctuate more or less, but the "list prices" given in the present catalogue do give the user a definite idea of what the goods will cost him. The company's consumer advertising is really directly responsible for the change. A. K. Aitkin, the company's sales and advertising manager, tells the story to PRINTERS' INK as follows:

"The first clue starts four years back. A modest advertising campaign was undertaken in a few selected magazines of national circulation. As that campaign grew, I became convinced that a more efficient catalogue system for handling business would make that advertising produce better results. While our campaign was successful, it could be made more so.

"Our previous catalogue was a book compiled strictly for the plumbing trade, with no frills and no prices that were intelligent to the plumber. Except for giving him and the architect an opportunity to select the design they preferred (and by laborious cross reference, the weight), the catalogue was unintelligible. The plumbing-supply house, with its discount book, held the key to the situation. List prices in the catalogue were too high to mean anything to anybody.

"Plumbers were writing in to us every day, 'So-and-so, one of my customers, has seen your advertisement in the magazine. Please send me discount book applying to your catalogue.' We couldn't do it because the only discount book we issued was to the jobbing trade. As a result a letter had to be written to the plumber explaining our method of marketing and referring him to the jobber.

"As these letters continued to come in and increase in numbers as our advertising grew, one thing struck me as peculiar. They were almost all from plumbers in towns or cities where there was no jobbing house. Furthermore, the proportion of consumer inquiries from those places was large.

"Investigation showed us how we were losing business. Mr. Plumber was approached by Mr. House Builder or Owner with mind set on our plumbing. 'How much will the Silent Si-wel-clo Closet cost me?' or 'How much will this lavatory cost?' he asks.

This week we begin our 61st year as an illustrated weekly newspaper, publishing our 3,121st consecutive issue.

There is a rare distinctiveness in having been for sixty years the distinctive leader in a distinctive field (the illustrated news field)—and in that sixtieth year being even more the leader in that field than ever before.

Naturally, the accumulated experience and momentum of sixty years of progress is driving Leslie's forward to-day faster than at any other period in its history.

And we are sharing, through both circulation and advertising, in the national prosperity which Leslie's editorial policy of constructiveness, rather than destructiveness, has helped to bring about.

Circulation is the largest we've ever had—413,000 net paid—the largest circulation of any ten-cent weekly.

Advertising is the largest we've ever had—an increase of 74,000 lines over 1914.

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper

(There are 60 to 70 news pictures like this in Leslie's every week)

Put Your Paper Problems Up to Men Who Know

Call in a Bermingham and Seaman representative. You will find him well posted in all lines of the paper business, and not trying to sell one brand of paper to the exclusion of another.

We dispose of the entire output of a number of the biggest mills in the country. Our vast manufacturing facilities enable us to supply you with paper for every purpose at rock bottom prices.

Begin using our national service for your profit by getting our suggestions and prices on your booklets, catalogues, circulars, house organ or any paper requirement.

We are always glad to make up dummies and furnish samples. Using this service places you under no obligation, and may save you hundreds of dollars.

BERMINGHAM & SEAMAN CO.

Radium Folding Enamel—Crystal Enamel—Opacity—Samson Offset—Elite Enamel—Advance Bond—and other leading brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Detroit

exhibiting a page of our consumer booklet. The plumber is naturally stumped. He can't hold the customer up a few minutes while he 'phones the jobber, because the wholesaler is at least two days' mail away. He doesn't, above all things, wish to appear ignorant. So he suggests using some fixture on which he *does* know the price. It may be greatly inferior and the profit much less, but that's just what has been happening right along.

"It was a pretty radical idea to put over on our concern—the issuance of a plumbers' discount book—approximate, of course, because we had to allow an ample margin of profit to our sources of distribution—the plumbing-supply houses. I tried to put it over for our last catalogue two years ago, but was turned down cold.

"As this new catalogue neared completion, however, I buttonholed our salesmen, one at a time, and explained just what I had in mind. It took some explaining to overcome their objections. Concessions had to be made. The subject finally came up in a sales meeting. It was certainly a turbulent session, but we put it over.

"Now, a plumber can take our catalogue and go out to call on a prospective builder. We figure he will be ready to recommend our wares because he can give definite price information on them. Without interfering with the much cherished functions of the supply houses, we are giving them a selling aid that should increase their sales and profits.

"This condition was brought about by advertising—advertising to the consumer. The plumber is interested in furnishing him what he asks for. Unlike many lines, the plumber has not the agency for any line of material and is eager to furnish what is called for, especially in the smaller cities where he is not constantly hounded by salesmen turning a microscope on every order and switching it their way if possible.

"Our new catalogue is performing another function which our last one did not do. Many architects were writing us, 'What discount may my client expect to receive from your prices?' We have answered that question by making up a list price of each fixture complete at the price the consumer should pay, plus freight and packing. This price takes care generously of the plumber and jobber, but does not give an exorbitant profit. The architect, therefore, may safely and with intelligence use this catalogue in selecting plumbing fixtures for his client. Being ready to furnish the freight rates to all points of the country and as the weights and packing charges are given with the description of each fixture, the architect should have a much easier time than he has ever had before.

"Outside of the fact that we believe in getting out a substantial book, well printed and of handy size, I think the results from the special features as related above, will prove that the letters which led up to these changes are a fair criterion of the trade's desires. I believe this catalogue will show a profit that can be directly traced to our change of policy. I'm afraid it's going to be impossible to prove it because business conditions for next year look too good. Business is going to come in next year whether we have a desirable catalogue or not. It will be a lasting regret with me that this catalogue wasn't issued at the beginning of 1915, instead of toward the close of the year."

Livingston Secures Fifth Avenue Bus Advertising

The Fifth Avenue bus advertising rights have been secured by John H. Livingston, Jr., of *Town & Country*. He will have associated with him Lionel Van Praagh, formerly of *Vogue* and the Dorland Advertising Agency, who will manage the business.

Mr. Livingston retains his position as advertising manager and secretary of *Town & Country*.

Accessions to "Harper's Bazar"

H. H. Pike, formerly New York State and Southern representative of *Scientific American*, is now associated with the advertising department of *Harper's Bazar*.

D. S. Wilson, formerly of the advertising department of *Collier's*, is also with *Harper's Bazar*.

Representatives Consider Space-Selling Methods

Let your salesmen, whatever they're selling, back up their calls with letters reviewing their interviews: that's the sense of a talk by Barrett Andrews, advertising manager of *Every Week,* last Monday noon at the New York Representatives Club luncheon. Mr. Andrews was speaking specifically of selling advertising space, and presented a recipe for a letter of solicitation which he thought would be uniformly successful.

Charles D. Spalding of the McCall Company said that the successful space solicitor, like the successful advertising agent, studies the advertiser's proposition so that he can show the advertiser how his proposition matches up to that of the advertiser.

"Time was," he said, "when there was more solicitation over the bar than in the advertiser's or the agent's office. The successful solicitor today studies the advertiser's problems—whether it's selling shoes, watches, or anything else. You've got to show him how you can help him—and there's no other time like now, when the advertiser is willing to receive your advice and help."

W. C. McMillen of the Butterick Company said that the publisher can only get his when the advertiser gets his, and this is the basis on which renewals rests.

Other speakers were R. G. Cholmeley-Jones of the *Review of Reviews,* and Don Parker of the Century Company.

After the speeches Barrett Andrews said that he finds the first year the critical period in training new men. He made the suggestion that the Representatives Club get together the best library ever collected on the subject of advertising, that new men might be sent to a central source of information in the formative period. He offered to start the ball rolling with $100. Mr. Criswell of the Quoin Club said that the club would be glad to furnish housing facilities for such a library. Mr. Andrews also suggested that the club keep in touch with all the college publications with a view to looking to this source for new men when wanted.

R. Kingsland Hay Goes in Business

R. Kingsland Hay has left the Eastern office of the System Company to enter the cotton business for himself at Utica, N. Y., under the firm name of the Gordon-Hay Company. He was associated with *System* for eleven years, more recently as assistant Eastern manager.

Rice Western Manager "Architectural Review"

James A. Rice, for five years Western manager of *House and Garden,* has been appointed Western manager of the *Architectural Review,* with headquarters in Chicago.

Advertising Manager Should Be Real Executive

George M. Basford, formerly assistant to the president of the American Locomotive Company, and now chief of the railroad engineering department of J. T. Ryerson & Co., was the chief speaker at the meeting of the Technical Publicity Association of New York, December 16. The topic under discussion was "Why an advertising department? Broadening its function as a specialized technical unit," and Mr. Basford startled his audience by declaring in his opening sentence that "the president of the company really ought to be the advertising manager—or the advertising manager ought to be the president." Continuing, the speaker pointed out that it is only within the last five years that advertising has begun to be really appreciated as a business force which can be properly applied only from intimate knowledge of the business in its every aspect. As the appreciation of advertising has grown, the functions of the advertising manager have grown with it, until today the management of an adequate campaign must be in the hands of a real executive. It is up to the advertising manager, said Mr. Basford, to prove himself a big enough man to be entrusted with the thorough confidence of the concern and to be given a position of authority in its counsels.

Frank L. E. Gauss, president of the Sterling Gum Company, said that the day was speedily coming when the big executives would be chosen from the ranks of advertising men. It was no longer possible, he said, for the successful executive to be merely a financier or an expert in production, and to leave the work of sales promotion entirely to subordinates. D. R. Wells, of the Splitdorf Electrical Company, spoke on the problem of the advertising manager in getting the technical departments of production to appreciate the importance of the advertising.

The Reward of Persistency

The earth is full of rivers running far beneath the top, and when the western farmer wants to raise himself a crop, he drills a hopeful hole through all discouragement and stone for that artesian fluid which is well and widely known through very frequent mention in the lectures that we hear upon the foolishness of wine and wickedness of beer.

The world is full of forces which the energetic chap is constantly and carefully endeavoring to tap; and when it coldly tells him that it never heard of him, he simply advertises with persistency and vim, until he penetrates its outer surface tough and hard, and ultimately gathers in a suitable reward.

But he who digs for water and the man who bores for biz must keep on drilling grimly till he gets to where it is. The one who is discouraged with a few initial knocks can never hope to penetrate a thousand feet of rocks; and all the fine prosperity by nature kindly stored will flow for other folks and fill some other fellow's gourd.

The better known a name is, the more consistently is it advertised to keep it well known

That's the way the Gillette Safety Razor people feel about it. That's the way successful business men feel about it. Keeping a name before the public constantly is the basis for continuous success.

The Gillette Safety Razor is advertised persistently—it is sold everywhere and it has a regular sale.

Some lines of business, having acquired a reputation, let up in their advertising because they think they are so well known that they will never be forgotten.

That is the worst blunder any business can make.

The Gillette Safety Razor people know that their business grows by following an advertising plan which is as regular as the ticking of a clock.

Many business men, if they owned the Gillette plant, would say:

"Why should we spend any more money for advertising? Everybody knows the Gillette Safety Razor."

The Gillette ownership, however, looks upon advertising as so much capital invested in the business, which brings them regular dividends.

That is the right way to look upon advertising.

Around the Holiday Season every year, the Gillette people give emphasis to their regular advertising, by an extra schedule, which is topped off by using a full-page announcement in a great many newspapers throughout the country.

In New York, they use the page in two newspapers only—one of them being the NEW YORK AMERICAN, daily.

The cost of this page in the daily American is less than $3.00 per thousand buyers of the paper—or less than three-tenths of one cent per individual buyer.

Many thousands of Gillette Safety Razors are bought for Christmas presents. Wives and daughters buy them for husbands and brothers. Women read men's advertisements and men read women's advertisements.

The thing for any business to do that wants to win perpetual fame is to advertise perpetually.

And a strong medium to use is the NEW YORK AMERICAN, daily and Sunday, which will bring you in touch with ONE-FOURTH of all of the homes in the New York territory.

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Member Audit Bureau of Circulations

Coaching Dealers Over the Rough Places

Wholesaler Tells How He Helped a Merchant to Fight a Chain—Also Makes Suggestions About Setting the Selling Price—Predicts a Reduction of Jobbers' Profit Margins

CHAIN-STORES need not terrorize a retailer, who has a clientèle that knows him, if he'll dig in his toes and stick to it, said, in substance, Philip C. Staib, vice-president of a New York firm of wholesale grocers. Mr. Staib was the speaker at the weekly meeting of the New York Advertising Club last Thursday.

"I have a friend who runs a prosperous store in a suburb of New York City," he said. "I met him one day and he was looking pretty down in the mouth. I asked him what the trouble was and he said that a price-cutter had camped down right next door and was selling at prices that he had to pay for goods.

"'Don't you worry,' I said to him. 'Just you dig in your toenails and plug hard and you'll come around all right. I met him some time later. He said that business was booming with him and that his sales were increasing every day. 'That cheap store next door brought a lot of trade into my neighborhood that hadn't been in the habit of coming there,' he said. 'I got busy and fixed up my windows and got out other stuff to catch their attention. Now a lot of them go into the cheap store to buy some of the cheap things and then come into my place and buy stuff on which I make a good profit.'

"I told him," said Mr. Staib, "that the price-cutter didn't have the hold on his trade that my friend had, and that he had the advantage of an established reputation.

"The retail trade in New York is very responsive to anything concerning their welfare. Advertising has always seemed to me to be a necessity in trade. Advertised goods are easy to sell, provided the sales plan is thoroughly studied and carried out. There are certain facts to be considered in formulating a sales plan—the nickel, the dime—fifteen cents—quarter—half-dollar, and so on. The first thing I'd think of in formulating a plan would be, what will the consumer pay for the article, and then work back and figure what the retailer will pay, and then the jobber. That's a good rule.

"When a man offers me something new I can intuitively tell what I'll pay for the article, and the consumer has the same feeling. If you put something new on view in a store, the consumer knows instinctively just what he or she will be willing to pay for it.

"I don't believe in too large a profit, either for the wholesaler or the retailer. I've frequently told jobbers they'd have to reduce their margins if they wanted to stay in business."

Mr. Staib then spoke of the selling value of "slick, snug and pretty" packages. He said that the Wholesale Grocers' Association has taken up the matter of containers seriously, and has asked the members to send in the names of manufacturers making use of good containers. By good, Mr. Staib explained that he meant strong ones, and ones that will stack up in formations to good advantage.

Mr. Staib said that he was talking with the clothing buyer of a department store recently on falsely representing the value of a suit as $25 and advertising it as such a value to sell for $17.

"I asked him how he'd get around such a law. 'Easy enough,' said he. 'We'll take a few of those suits and put them on for a few days for $25, and then put on the rest at $17 and say "formerly $25."'

"Good representation is a form of advertising the manufacturer doesn't want to lose sight of," said Mr. Staib. "We have men coming in representing some of the most heavily advertised lines in the country; goods a boy might sell. Yet the salesmen are fine, dignified gentlemen—the kind we like to have around."

Of Course!

It was to be expected that motor car manufacturers would see the value of Cosmopolitan as soon as the facts of the Weed Chain investigation became known.

Within a month nearly 50 pages of new automobile business were scheduled for Cosmopolitan.

There are more on the way.

Francis R. Wurfburg

119 West 40th Street
New York City

Cosmopolitan is a Member of A. B. C.

NOTE:—Our circular announcing the results of the Weed Chain investigation has thrown a startling side-light on magazine values. You don't have to be in the motor car business to appreciate its meaning. Write for a copy if you haven't seen it.

Speeding up the S

WOMAN'S WORLD is improvin beautifying, speeding up the hous keeping of the small town home. T a consumption of goods already a great per capita as the big city it adding new demands which only yo can supply.

In *General Housekeeping* Isab Bevier, Head of the Domestic Scien Department, University of Illinoi talks to them regularly and creat legitimate wants. In *Kitchen Ef ciency* Winifred Fales shows the what new tools they need. In th *Care of Babies* Nan Dinneen, Su of the Milwaukee Infants' Home Hospital, tells them what artic medical science advises.

Dress, Music, Gardening, Needlecr —a dozen other departments, all und expert supervision, are developi new desires, satisfying daily nee

There is the whole case, comp it the reason why Woman's Wo not need an actuary to see why

THE WOMAN'S WORLD IDEA

We are members of
The Audit Bureau of Circulations

-Town Household

Two Million women are waking up. Two Million women not reached by ny other magazine which so fits their eeds. Two Million women who nake a working leaven for you in a mall town population of Fifty-three Million—among Two Hundred and orty-four Thousand small town nerchants.

The way to reach them? Through ne jobber and the specialty salesman. The cost? It is comparative. VOMAN'S WORLD will give you i this vast small town field:

Nearly twice the averaged "circulation lines" of the 6 other magazines claimed to be edited for small town readers.

Nearly three times that of the 5 big-city magazines for women—

More than twice that of the standard magazines or weeklies.

Woman's World. The figures give owr costs $8. per line. You will us it.

WOMAN'S WORLD

"The Magazine of the Country"

286 Fifth Avenue - New York

If advertisers were to select advertising mediums (*entirely*) for their editorial worth, their human interest—the February SCRIBNER would carry the message of every high-grade product—be it $3,000 automobiles or pigs.

Some of the February Contributors will be
Edward H. Sothern
Theodore Roosevelt
Brand Whitlock
Lawrence Perry
John Fox, Jr.
Col. Edwin A. Stevens
Jesse Lynch Williams
Alexander Dana Noyes

If editorial worth *plus* cold facts were the standard by which advertising media were measured, Scribner's would be making sales and building prestige for *you*.

If, in buying space, advertisers were to substitute cold facts for guesswork, impressions, or personal preference, Scribner's Magazine would carry the sales story of many more worth-while products into its more than one hundred thousand above the average homes

We have the facts. We are prepared to show you and will appreciate the opportunity

Strong Use of Advertising to Back Up the "Week" Idea

Pride and Price Appeals in Competition for Supremacy in Clothing Advertising

By Harvey F. Morris

Advertising Manager of the Hickey-Freeman Company, Rochester, N. Y.

THE idea behind "Dress Up Weeks," "Clean Up Weeks" and the like is one that should be of more than passing interest to many manufacturers—not only in the fields directly concerned by these movements, but in others which might be benefited by similar co-operative effort. A description of the manner in which the recent "Dress Up" campaign was worked out should prove significant, consequently, to many of PRINTERS' INK's readers.

The campaign shows how quickly a good idea can be explained, accepted and made the basis of a national movement. Last August the idea was just beginning to attract attention. In September it was the subject of widespread discussion in the clothing trade and by the first week in October the "Dress Up" programme was actually being carried out on an extensive scale by clothing merchants in all parts of the country.

The advertising of clothing was in a rut—there is no doubt about that. The buying public were really being trained by clothing advertising to make close comparison of values and to defer purchasing until they could take advantage of some marked-down sale. Consequently, at the close of the season merchants were asking "Where have my profits gone?"

The way out was discovered by a man not in the advertising business, nor even directly in the clothing business—L. H. Russell, of the German-American Button Company, Rochester, N. Y. Accident called to his attention the results secured in the paint business by launching every spring a "Clean Up and Paint Up" campaign; so one day last July he stepped into the office of the company's general manager and said, "Mr. Noyes, why couldn't this 'Paint Up' idea be used this fall in the clothing business with good results?" Mr. Noyes talked it over and thought it over and finally consulted several men prominent in the clothing business in Rochester. The further he went, the greater possibilities he saw in the suggestion.

Those whom he consulted agreed with him on the following points:

Clothing advertising is laying too much emphasis on values and cut price. This kind of advertising simply says, in effect, "If you are determined to have a new suit, we can sell you one at a bargain." It is high time to interest people in clothing rather than in price, and to make men realize that good appearance is a valuable asset. A "Dress Up" campaign will induce men to buy more and buy earlier. This is the best possible season to launch it, for prosperity is returning. Men have been economizing in the matter of clothes for two seasons. They can be induced to buy if the right appeal is used, and especially if a certain day or a certain week is featured as the accepted time to "dress up."

ULTIMATELY, CAMPAIGN DEPENDENT ON RETAILER

Several of the clothing trade papers gave editorial assistance in promoting the scheme from July until well along into October.

Retail merchants soon became interested. Requests for more information and for cuts and advertising copy began to arrive at the offices of both the trade-paper publishers and the German-American Button Company. Also, the large clothing houses began to consider what they could do to promote "Dress Up."

The Rochester Clothiers' Ex-

change—an association of twelve large establishments making high-grade men's clothing in Rochester—appointed a committee of advertising men to prepare a comprehensive statement, setting forth the need for the "Dress Up" campaign and recommendations for its conduct. This statement was unanimously adopted by the Clothiers' Exchange, and was given wide publicity through trade papers and the mail.

It will perhaps be interesting to men in the advertising business to review briefly the various suggestions made for getting national action in the short time between the announcement of the idea and the first week in October, when it was agreed the climax of the campaign should be reached.

National advertising was considered impracticable for lack of time. Nevertheless, "Dress Up" did make its appearance later on in national advertising to a limited extent. The importance of co-operative action to bring successful results was early recognized. One of the first suggestions made was to leave all action to the National Association of Clothing Manufacturers and the National Association of Clothing Retailers. It was pointed out, however, that neither of these organizations had money in the treasury available for carrying on an active campaign, and much valuable time would be lost, not only in raising this money, but in getting their heavy machinery under way.

As clothing merchants have come to rely very largely on manufacturers for their advertising electros and copy, the easy and natural plan and the one eventually followed was for each wholesale house to prepare its own "Dress Up" helps and distribute them to its own list of retail merchants.

Widely different suggestions were made for launching the retail campaign. It was pointed out that if one merchant began to feature "Dress Up" in his advertising, others might hold off for fear of seeming to copy their competitor's arguments. This led to the suggestion that the merchants in each city form an organization and raise a sum of money for a series of ads, either to be published without any signatures or with the signatures of all who participated. This, however, seemed to introduce needless difficulties, and the plan that was generally adopted was simply for the merchants to agree to start the "Dress Up" campaign on a given day, each one using whatever arguments appealed to him and incorporating the idea into his characteristic style of advertising.

WHOLESALERS' CO-OPERATION

Many wholesale houses recommended "Dress Up" to their customers and furnished them suggestions and electros for putting it into effect. One house, for example, sent out to a mailing-list of 1,100 clothing stores an article entitled "How Can I Start the 'Dress Up' Campaign in My Town?" and a complete "Dress Up" campaign, reproducing striking newspaper editorials that had already been published on the subject, a series of full-size "Dress Up" ads and offering newspaper electros without charge.

Meanwhile the German-American Button Company was using the mail in an active campaign on both wholesale houses and retail merchants. In all, this house sent out 94,000 separate mailings, which comprised 421,000 pieces.

Eleven State associations of retail clothiers endorsed the idea and recommended the first week in October for its observance. In many cities, however, merchants started at once to use the "Dress Up" slogan and arguments in their advertising.

It is estimated that 2,000 merchants advertised or featured in some way the "Dress Up" idea in some 200 cities and towns, in every State in the Union. As was perhaps to be expected, it was not given much prominence in the largest cities.

But in many cities "Dress Up" week, through its appeal to civic and personal pride, aroused considerable interest and enthusiasm. In Denver 23 merchants co-oper-

Railway Signal Engineer
Railway Mechanical Engineer
Railway Electrical Engineer

Each of these three railway engineering monthlies has an audience of its own; therefore, each has a distinct advertising value.

RAILWAY SIGNAL ENGINEER
(heretofore known as The Signal Engineer) had an average circulation of 4,882 copies a month during 1915. It is read by Railway Signal Engineers and Signal Supervisors, Maintainers, Foremen, Repairmen, Batterymen, Electricians, Wiremen, Machinists, Helpers, Fitters, Apprentices, Draftsmen, Towermen and Lampmen.

RAILWAY MECHANICAL ENGINEER
(heretofore known as Railway Age Gazette, Mechanical Edition) had an average circulation of 6,212 copies a month during 1915. It is read by Superintendents of Motive Power, Mechanical Engineers, Engineers of Tests, Master Car Builders, Master Mechanics, Shop Superintendents, Road Foremen of Engines, Engine House Foremen, and Foremen of all departments of locomotive and car repair shops and yards.

RAILWAY ELECTRICAL ENGINEER
had an average circulation of 1,914 copies a month during 1915. It is read by Railway Electrical Engineers and Chief Electricians; Electrical Foremen of Shops, Coach Yards, Terminals, Electrified Zones, etc. Inspectors of Electrical Equipment; Car Lighting Batterymen, Electricians, Repairmen and Draftsmen; and Telegraph Superintendents.

The men in these audiences have much to do with specifying and buying what is used in their respective departments. They are well worth cultivating.

Advertise now to the audience that buys what you make and reap the reward that is bound to come from the steadily increasing prosperity in the railway field.

Simmons-Boardman Publishing Co.
NEW YORK CHICAGO CLEVELAND

Charter Members Audit Bureau of Circulations

Young-Aggressive -Intelligent

are Y. M. C. A. members—men who discriminate in the big buying power they wield. In many respects, the Young Men's Christian Association is like a great university with a roll of over 630,000 students, and these men are loyal to their cause. They are staunch partisans of everything that contributes to its success.

"Association Men" is their official magazine, hence manufacturers of everything for men—

CLOTHING	SHIRTS
UNDERWEAR	SHOES
COLLARS	HATS, Etc.

have here a fertile field. It is an all-men field—not a copy is waste circulation.

Are you making or directing the advertising of men's goods?

ASSOCIATION MEN

F. A. WILSON-LAWRENSON
Business Manager
124 East 28th Street - - New York

HARLEY L. WARD, Western Representative, 19 So. La Salle Street, Chicago, Ill.

ated to raise $500, of which $430 went for poster advertising and $70 was paid to a news writer who prepared stories for the local papers. In Jamestown, N. Y., 75 merchants agreed not to use the word "sale" or "bargain" during "Dress Up" week.

In Syracuse, N. Y., 43 merchants co-operated through the Merchants' Bureau of the Chamber of Commerce in carrying on a most successful "Dress Up" campaign, during which they introduced a special feature in "Mr. Neat Dresser." A prize of $5 was awarded to everyone wno identified him and addressed him with the proper formula. Many a traveling man in Syracuse that week was first puzzled and then flattered by having a stranger greet him as "Mr. Neat Dresser."

Perhaps the most elaborate programme was planned and carried out in Jacksonville, Fla., where the merchants raised $1,500 and had different features staged every evening for a week. The first night the store windows were dismantled and darkened, the streets were littered with ashcans and rubbish and everything possible done to make the downtown districts look unattractive. On this night there was a "tacky" parade of hundreds of people dressed in all kinds of old and freakish clothing. The mayor and city employees headed the line, impersonating Coxey's Army This added immensely to the effect of "Dress Up" night, when all the stores had special window displays in connection with an elaborate "Dress Up" parade in competition for substantial prizes for the best-dressed man and woman.

Newspaper advertising was naturally the chief medium used by merchants in launching the campaign. There were thousands of ads run in newspapers throughout the country the first week in October featuring the idea. In almost every instance they accurately reflected the original idea of the movement, carefully avoiding all reference to price and emphasizing the quality of the clothing and the pleasure and benefit that comes from wearing good clothes.

A number of unusual slogans were developed, such as "Dress Up—It Won't Rain," "Make Syracuse the City of Well Dressed Men," "Give Father and the Boys a Chance," "Dress Up—General Prosperity Is Riding By," "Put on the Uniform of Prosperity," "Shiny, shapeless clothing is poor business. Shake off the old spirit of doubt and worry. A new suit will give you a new spirit, a new outlook on life. Dress Up!"

The immediate results in the way of increased business cannot be reduced to a dollars-and-cents estimate, because the clothing business is so dependent on the weather. The campaign in Jacksonville, for example, was carried out through a week of almost steady rain. In other places the week came during a period of ideal fall weather, and it is difficult to say just what percentage of the large business that resulted is to be credited to the weather and how much to the campaign.

The real significance of the idea, however, is far broader than its immediate effect on sales.

In many towns the improved appearance of people on the street was so noticeable as to become the subject of general comment. As one editor has expressed it, "The campaign started a wave of worthy pride in personal appearance and stirred into being the clothes consciousness of Americans."

THE BENEFITS SUMMARIZED

Without doubt it was the best tonic the clothing business has had for many years. Its value to the trade may be summarized as follows:

1. The "Dress Up" slogan and arguments have demonstrated beyond question their ability to influence the public to buy more clothing and to buy better clothing. This point is noteworthy in view of the number of merchants who hold that price is the only effective argument.

2. Centering the campaign on a special week provides a fall Easter and induces the public to buy early in the season. Such an influence is sorely needed, in view of the rapidly spreading tendency

to wait for the marked-down sale.

3. The movement is a successful device for showing retail competitors the value of practical co-operation—for proving to them the ease with which united action can be secured and the splendid possibilities that co-operation offers for a more stable and more profitable business.

A conference of retail merchants and manufacturers is being planned for January in connection with a National Dress Up Bureau now being organized in New York City.

There are many merchants who feel that the campaign might well be launched each spring, as well as fall. Next time there will no doubt be a definite week set apart for it, which will be observed throughout the entire country, for results indicate it is best to restrict the use of the slogan to one or at the most two weeks early in the season. Subsequent advertising can, of course, carry out the idea without using the slogan. The movement should be featured as something of public interest and general value, instead of having newspapers announce, as some of them did, "There is a movement on foot among local merchants, etc."

With this fall's experience as a guide, with more time to perfect the campaign, with a clearer understanding of its purpose, next year's campaign will undoubtedly exert a tremendous influence for the betterment of the clothing business.

District Attorney Will Probe Fake Ads

NEW YORK County will have a specialist in prosecuting advertising frauds from the district attorney's office after the first of the year, according to District Attorney-elect Swann, who made this promise at the one hundred and forty-third dinner of the Sphinx Club, Tuesday, December 14.

"I will have a fake-advertising specialist in my office," said Judge Swann. "I am going to open a commercial fraud department to which I propose to assign cases which I want you to help in bringing to my attention. I am going to have a specialist on this subject in charge of this department. I have him in mind already, although he doesn't know it. It is impossible for any man to investigate the truth of advertising for himself, and the long-suffering public ought to be taken care of. A man is entitled to rely on the truth of the printed word.

"The essential thing in prosecuting these, as any other kind of crimes, is the facts. The law on the matter is simple. It remains for you and us to co-operate in getting the facts in conspicuous cases that will tend to lessen fake and misleading ads. I ask your help, as the aid of citizens is needed to enforce any law."

Judge Swann also said that the municipality must get the co-operation of the Federal Government, the Postal authorities and the Federal Trade Commission if false advertising is to be suppressed effectively.

District Attorney Cropsey, of Brooklyn, said that the thing that impressed him most about advertising laws is that most of those on the books are of very recent origin.

"The verdict rests with the people," he said, "whether they want a law enforced. There is no satisfaction in trying to get convictions unless the people believe in enforcing the laws. Moral: the good advertising man needs a good lawyer, and the lawyer, of course, needs a good advertising man to help him. Lawyers can't advertise themselves, so it's necessary for their clients to advertise them."

Chief City Magistrate William McAdoo reiterated the contention of the two other speakers that any law is useless unless public opinion is strong enough to enforce it.

H. W. Eliot, Jr., formerly a New York advertising man, lately of the St. Louis *Modern Hospital*, has joined the copy department of the Chappelow Agency, St. Louis.

Something New in Philadelphia Automobile Show Advertising

Two special show numbers of the Public Ledger—Evening Ledger!

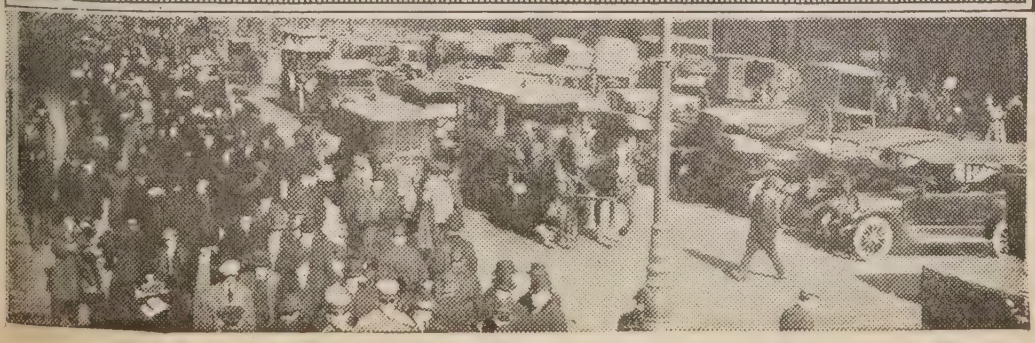
The first appears Sunday, January 9, in the Public Ledger. This is the day following the opening of the show.

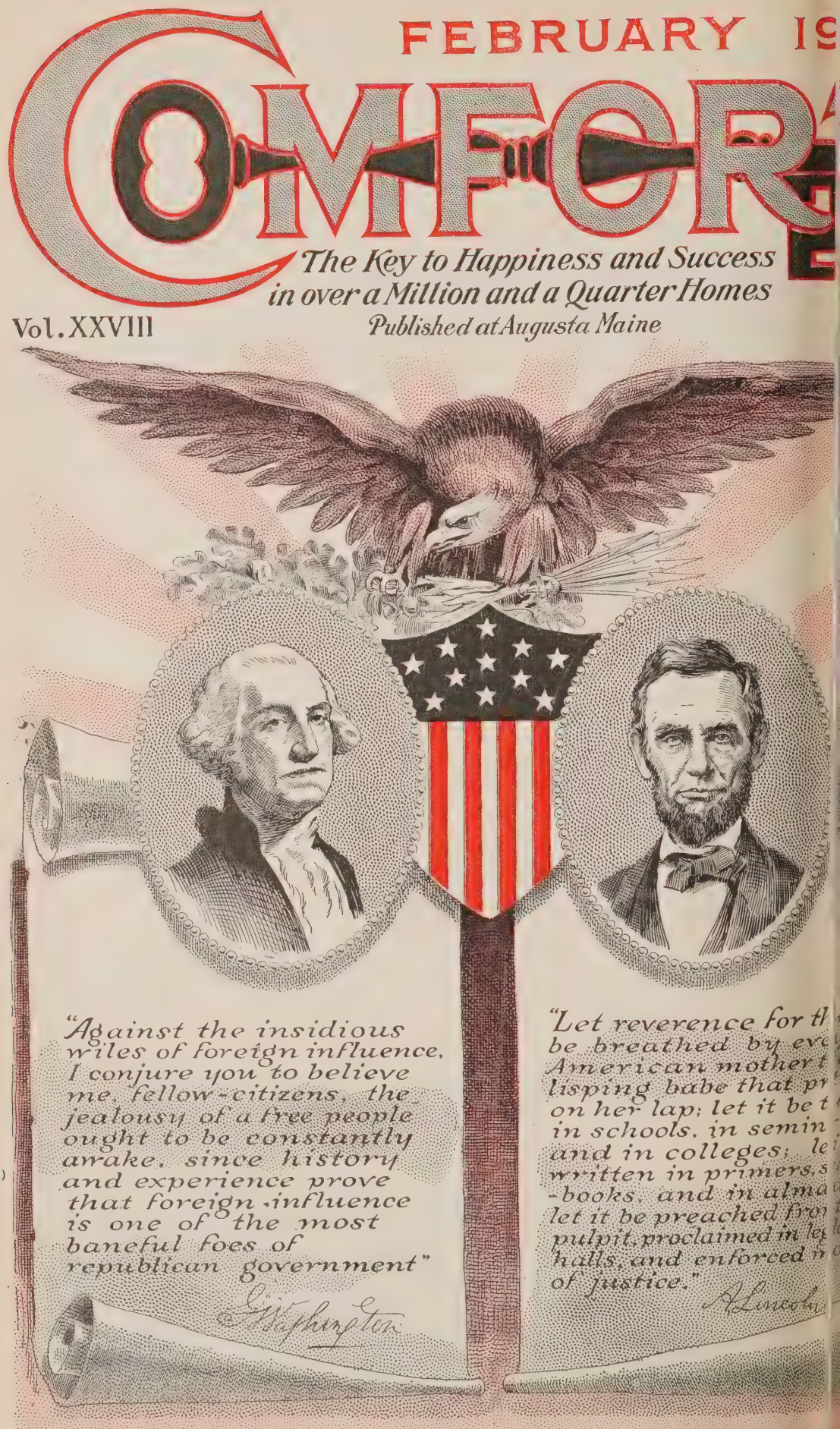
The second is issued Wednesday, January 12, in the Evening Ledger, because box office records prove that the Philadelphia Show strikes its attendance stride on that day.

Here is opportunity seldom equalled—two insertions at the cost of one! The combined circulation is 250,000; the combination rate, 25 cents the line.

Public Ledger—Evening Ledger

Independence Square Philadephia





WORDS OF ETERNAL WISDOM BY AMERICA'S TWO GREAT PI

How Do YOU Stand On "Preparedness"?

Why not strengthen your advertising armament and your distributing defences by using February COMFORT?

Our great annual Washington and Lincoln Number, full of patriotic and historical articles, breathing the Spirit of Advanced Americanism, comes with a timeliness that will augment its usual tremendous pulling power.

The forthcoming February COMFORT will be the *biggest and best* issue we ever got out.

Filled with fine, strong special articles, with good fiction and with our eighteen regular departments it will grip and influence our readers as few other issues ever have.

Mid-winter advertising in COMFORT ranks right around 100% in pulling efficiency. Our rural subscribers are housed in through the long winter evenings. They have time to read—money to spend. The February issue can influence them to spend their money for your goods.

Big as the February number will be, it promises to be overcrowded with advertising.

So Prompt Preparedness means having the order for your February insertion sent along early enough to insure you a good position.

W. H. GANNETT, Pub., Inc.,

AUGUSTA, MAINE.

WALTER R. JENKINS, Jr., Representative
New York Office: 1105 Flatiron Bldg.

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

600,000 Active Buyers

and mind you every one of these buyers is a mother buying daily not only for herself but for the needs and requirements of 600,000 homes, and for the *kind* and *class* of homes you are most desirous of reaching.

Let us show you how and why she depends so confidently on her particular magazine to guide her in this vast and continuous buying.

You can bid most effectively for your share of her business through "HER" Trade Journal.

THE MOTHER'S MAGAZINE

ELGIN, ILLINOIS

NEW YORK CHICAGO ST. LOUIS

(Member Audit Bureau of Circulations)

The Protection of Advertising Ideas

An Appeal to the Doctrine of Unfair Competition Has Frequently Helped Manufacturers Whose Goods Were Too Closely Imitated—Cases Cited That Bear on the Question

THE PROCTER & COLLIER COMPANY
ADVERTISING AGENTS
NEW YORK, Dec. 8, 1915.

Editor of PRINTERS' INK:

What remedy has an advertiser against the imitation of his advertising matter by competitors? I don't mean technical trade-mark infringement on the one hand, nor mere "swiping" of copy or illustrations on the other. I mean the general simulation of the work of one advertiser by another, in such a way that while perhaps no detail will be exactly copied yet the whole effect will be so similar as to cause confusion. Apparently there is no remedy in the trade-mark law against this sort of thing, and there seems to be some doubt as to whether the doctrine of unfair competition could be stretched to cover it. I understand that it is impossible to copyright an *idea,* and it is only the general idea which is "lifted," so there seems to be no redress under the copyright act. Can you enlighten me upon this point?

HUGH KAHLER, Manager.

ALTHOUGH, as our correspondent says, there is nothing in the trade-mark or copyright laws to prevent a competitor from imitating the general style and dress of advertising matter, yet the doctrine of unfair competition may be successfully invoked when the imitation is so close as to cause confusion and lead to the sale of one man's goods as those of another.

Such copying of advertising matter has been under scrutiny by the courts in a number of cases, as, for example, that of the Hamilton Manufacturing Company vs. Tubbs Manufacturing Company, which was decided in a United States court in Michigan. Here the defendant, a competing manufacturer, in making up its catalogue copied cuts and descriptive matter from the complainant's catalogue and also from the catalogues of other manufacturers. But the defendant as well as the complainant had the right to sell the articles, the advertising matter regarding which was thus "lifted," and this proved to be such an extenuating circumstance in the eyes of the court that the judges held that the complainant's rights had not been so seriously invaded as to warrant the issuance of an injunction.

The advertising of articles upon which the patents have expired or upon which the copyrights have expired has resulted in several suits on the basis of unfair competition. One case which rested on the use of a picture in advertising and which was decided last year in a United States Circuit Court of Appeals was that of the Van Kannel Revolving Door Company vs. the American Revolving Door Company. As may be surmised from the names, both firms are manufacturers of revolving doors, but one concern is, by reason of the expiration of patents, incorporating in its product features which were formerly exclusive with its competitor.

The firm that profited by the patent lapse introduced in its advertising a picture the use of which the other manufacturer deemed unfair competition, but the court held that the use in advertising matter of the picture of a conventional revolving door could not be looked upon as a violation of the rights of the complaining manufacturer.

The efforts of G. & C. Merriam Company to reserve what they regard as their rights in the use of the word "Webster" on dictionaries have resulted in numerous court decisions that afford interesting reading for any advertiser who is curious as to the extent to which the laws of unfair competition may be requisitioned for protection after copyrights have expired.

PURCHASERS MUST BE WARNED

That an advertiser of goods upon which the patent has expired cannot, however, have too free a hand in his publicity work was made clear in the well-known "Ludlow valve case." This was the controversy between the Ludlow Valve Manufacturing Company and the Pittsburgh Manufacturing Company, and was decided by a United States Circuit Court of Appeals in the year 1908. A

manufacturer named Ludlow invented and patented the valves which became well known under his name and which he continued to manufacture after his patents had expired. Then appeared on the scene a rival, who not only began to manufacture the articles upon which the patents had expired, but designated the models by the name "Ludlow Valves"; and even went so far as to get out catalogues and price-lists that appeared to be exact duplicates of those of the original manufacturer and were adorned with pictures that were evidently reproductions of photographs of the illustrations in the pioneer firm's catalogue.

The court refused to stand for any such tactics. In the opinion handed down by the appeals tribunal it was pointed out that, whereas the defendant might be entitled to use the word "Ludlow" to describe the character of the valves, the repeated use in advertising of the word "Ludlow" in large type and other imitative advertising constituted unfair competition, and that the defendant should be restrained from playing up the name "Ludlow" except in connection with a clear and unequivocal statement that could be depended upon to warn purchasers that the valves were manufactured by the newcomer in the field and not by the original producer.

Circulars, like catalogues, constitute an advertising medium wherein similarity of copy has resulted in many suits on the plea of unfair competition. That similarity of circulars does not, however, necessarily constitute unfair competition was the principle established some four years ago by the decisions of the courts in the dispute between the Edward Hilker Mop Company and the United States Mop Company. In this instance the judicial sharps held that, whereas conduct tending to pass off one man's merchandise as that of another was unfair competition, as much could not be said for circulars, similar in character, sent by two competing firms to agents and prospective agents. It is interesting to note, though, that in this case it seems to have weighed with the court that the contents of the circulars were such that they were not likely to be shown to ultimate purchasers of the article. In other words, the court seemed to argue that agents or merchants could be counted upon to discriminate, when reading advertising matter, whereas ultimate consumers might not be relied upon to do so.

This same inclination to discriminate between distributors and retail purchasers in gauging the probable effect of parallel advertising was manifested by another United States Circuit Court of Appeals in settling a controversy between the G. W. Cole Company and the American Cement & Oil Company. In this instance the complainant had issued a circular descriptive of its goods and made a practice of enclosing a copy of the circular in each carton containing a bottle of its oil. The rival concern was charged with unfair competition when it got out a somewhat similar circular which it did not, however, enclose in cartons where it would be found by ultimate consumers. Instead, this allegedly imitative circular was sent only to jobbers and was not supposed to be seen by the general public. The court felt this difference in distribution made such a difference in advertising appeal that it held for the defendant.

Downright imitation of advertising can usually be counted upon to bring denunciation from the courts where unfair competition is charged. A case in proof was that which grew out of the advertising of the game known as "carrom." The final court which passed upon the matter ruled that imitation of advertising resulting in the deception of purchasers was unquestionably unfair competition and entitled the victim to damages. Furthermore, it was held in the case mentioned that the fact that "carrom" did not appear on the game-board exploited was immaterial so long as the firm that originated the advertising advertised their boards as "carom-boards."

The cigar-manufacturing field affords several instances of the manner in which deceptive adver-

(*Continued on page 65*)

Announcing

AMERICAN SUNDAY MAGAZINE

CHAS. S. HART, Adv. Mgr.

220 Fifth Avenue
New York City

911 Hearst Bldg.
Chicago

OVER

2,000,000 Circulation

Southern Lumber Supremacy

In keeping with the progress in every other line of industrial endeavor, the lumber industry of the Southern States has increased with remarkable rapidity in recent years. In fact, it has advanced to such an extent that in 1913, the South cut 55% of the entire lumber supply of the U. S.; in round figures as follows:

Entire United States....38,000,000,000 feet.
Southern States .....21,000,000,000 feet.

Of the 50 woods used for manufacturing in the United States, the South cuts over 40; and the cut of individual Southern States ranks first in the cases of ten of the more important of these woods. The South has just as great a monopoly on yellow pine [illegible]

For full information concerning rates, circulation, territory, jobbers and the like, address papers direct,

ALABAMA
Birmingham, Age-Herald
Birmingham, Ledger
Birmingham, News
Gadsden, Journal
Gadsden, Times-News
Mobile, Item
Mobile, Register

ARKANSAS
Little Rock, Arkansas Democrat

FLORIDA
Jacksonville, Metropolis
Jacksonville, Times Union
Tampa, Times
Tampa, Tribune

GEORGIA
Albany, Herald
Atlanta, Constitution
Atlanta, Georgian
Augusta, Chronicle
Augusta, Herald
Macon, Telegraph
Savannah, Morning News

The Government report for 1910 gives these astonishing figures on the value of Southern lumber, lumber products and allied industries:

Value of lumber output	$413,866,101
Added by manufacture	247,621,308
Value of naval stores	25,295,017
Added by manufacture	20,384,179
Total	$707,166,605

The lumber industry has had a magic effect wherever it has touched in the South. Eight years ago a saw mill was established in a certain virgin pine forest in the South. To-day it is a progressive city of over ten thousand inhabitants.

The story of that one town is analagous to the recent history of the South, not only in lumber lines, but in every form of industrial development. The South is growing tremendously,—and a growing section demands commodities of every kind.

If you can supply any of them, the Southern newspapers can point the way.

MEMBERS OF SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION.

Louisville, Herald
Louisville, Times

NORTH CAROLINA
Asheville, Citizen
Asheville, Gazette-News
Charlotte, News
Charlotte, Observer
Greensboro, News
Raleigh, News & Observer
Raleigh, Times
Winston-Salem, Sentinel

SOUTH CAROLINA
Anderson, Daily Mail
Charleston, News & Courier
Charleston, Post
Columbia, Record
Columbia, State
Greenville, News
Spartanburg, Herald

TENNESSEE
Bristol, (Va.-Tenn.) Herald Courier
Chattanooga, News
Chattanooga, Times
Knoxville, Journal & Tribune
Knoxville, Sentinel
Memphis, Commercial Appeal
Memphis, News Scimitar
Nashville, Banner
Nashville, Tennessean

TEXAS
Beaumont, Enterprise
Galveston, News
Texarkana, Four States Press

VIRGINIA
Lynchburg, News

This is the 9th of a series of advertisements prepared by THE MASSENGALE ADVERTISING AGENCY, Atlanta. Ga. for the members of the S. N P. A.

OUR method of soliciting or starting an account avoids the unsoundness of competitive plans, does not obligate you in advance to make us your advertising agent, and insures a marketing plan which is based on a real study and knowledge of your business.

The method is explained fully in the article "How Should an Advertising Agent Solicit an Account?" by Charles W. Hoyt, in the current issue of our house organ, *Hoyt's Band Wagon.*

A copy of this issue will be mailed free to any executive writing for it on his business letterhead. Others may receive a copy by sending 10 cents.

Hoyt's Service, Inc.

116 West 32nd St., New York

14 Kilby Street, Boston

tising may serve to clinch guilt of unfair competition. In the case of the Juan F. Portuondo Cigar Manufacturing Company vs. Vincente Portuondo Cigar Manufacturing Company, the Pennsylvania courts decided that an injunction was warranted when it was shown that one manufacturer had blandly appropriated the name of another producer; had likewise simulated his trade-marks, labels and designs, and, on top of that, had sent broadcast to the trade advertising matter designed to create the impression that the product advertised was the original of an established brand. In the case of Sternberg Manufacturing Company vs. Miller, Du Brul & Peters Manufacturing Company a Circuit Court of Appeals found evidence of unfair competition and granted an injunction because a cigar mold was advertised by cuts similar to those that had been used in catalogues of an earlier product of the same class. The court held that, in order to have shown a proper spirit under such circumstances, it would have been necessary for the newcomer to so stamp its goods as to make it clear that it was the manufacturer.

That prestige attained by advertising is an asset was established in the case of Zittlosen Manufacturing Company vs. Boss. The complainant had widely advertised the "Easy Emptying" grass-catchers for lawn-mowers and had built up an extensive trade ere the defendant sought to capitalize this same trade-name by applying it to a different device, as advertised in catalogues and circulars. The courts called a halt on this practice by means of an injunction. And in the case of Walter Baker & Company, Ltd., vs. Baker a United States Circuit Court held that it was unlawful competition for the defendant to advertise his chocolate business as having been established in 1785—to counterbalance the complainant's truthful advertising that its chocolate business dated from 1780—when, as a matter of fact, the only foundation for the claim was that his ancestors had been engaged in the grocery business about the date claimed.—[*Ed.* PRINTERS' INK.

PUNCH

"Creates an atmosphere which renders readers susceptible to the advertisements to a remarkable degree."

John Haddon & Co., Advertising Agents, London, write me under date September 9, 1915, as follows:

"To be the largest buyers of space in PUNCH is to us a double gratification, inasmuch as we thereby prove to you in the strongest way our conviction that PUNCH is an essential and reliable medium for reaching the wealthier classes throughout the British Empire, while we know that the same fact cannot but increase the confidence of advertisers in our judgment.

"Its power is undoubtedly unique. You have evolved a happy combination of matter and advertisement pages which ensures all pages being seen. At the same time you create an atmosphere which—whatever be the psychological reason—renders readers susceptible to the advertisements to a remarkable degree."

Messrs. Haddon glory in the fact that they are at present the largest buyers of space in PUNCH, because it "increases the confidence of advertisers in our judgment." You want to get that point fixed in your mind.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bouverie Street
London, E.C., England

Applying Actuarial Methods in Selecting Salesmen

How One Insurance Company Contrives to Get Men Who Prove Permanent, Paying Investments

HOW to reduce the chance of losing the investment represented by a first-class salesman, and how to get hold of that kind ready-made, if possible, are problems that face most advertisers. One method which is proving its success is now being used by L. A. Cerf, manager of the Metropolitan branch in New York of the Mutual Benefit Life Insurance Company, of Newark, N. J.

For more than a year the classified columns of the New York newspapers have been carrying a series of "Help Wanted" ads of a decidedly unusual character. These ads are headed "An Adventure in Business (Not from the Arabian Nights)," and go on to give in story form the experience of an insurance salesman, with some previous experience in selling elsewhere, who has made a big success of insurance right from the start. These little readers are written by Mr. Cerf himself and bear his name, offering similar opportunities to salesmen who can present gilt-edge references. It is by placing this stress on previous successful experience, and emphasizing the rewards awaiting good salesmen in insurance, that these advertisements are attracting a class of applicants of a higher average ability than the usual bald statement—"Salesmen Wanted."

To weed out from the mass of applicants those that show most promise of making good is the next problem. Toward its solution Mr. Cerf uses very much the same sort of system that insurance companies employ in examining their risks. The applicant is given a printed application blank, like the usual insurance form. This the applicant fills out with his entire history, including previous positions held, average monthly earnings, reasons for leaving his other positions, references, etc. From these blanks, memoranda are made out on another printed form and submitted to Mr. Cerf. In this way the habitual job-seekers, the manifestly unfit, etc., are eliminated at the start. Such as Mr. Cerf considers possibilities he interviews personally.

"When a man presents himself to me," said Mr. Cerf in discussing his methods with a PRINTERS' INK representative, "I classify the facts, or data concerning him under two headings. The first is my opinion of the man based on his personal appearance, bearing and general demeanor; the second is—what are the facts about the man? It is my axiom that a man to-day is the result of what he has been in the past, and in making my choice, therefore, I count first impressions only as one-fifth in his favor, while the facts about the man I consider four-fifths important in making my final judgment as to his abilities and likelihood of making good.

SEARCHING ANALYSIS OF QUALITIES

"If he has been quite successful, that is much in his favor. I count factors, such as a large salary or average of commissions, important, and if he can show me evidence of this sort, I know that he's got the elements of success in him.

"If I find a negative career—never earned much, or just been a plugger—unless he can explain satisfactorily why circumstances have militated against him, the odds are, I won't take him. I figure that he has had his chance and he's failed. As I have a great many applicants I can't assume the financial responsibility of giving him a try-out.

"Again, if I find that a man has had a good many jobs, even if he should have been very success-

ful, I consider him a rover. I want permanent men, the kind that stick, and this itch to move elsewhere gets to be a habit. It is expensive to educate such a man to selling insurance, only to lose your investment when the inclination to move along seizes him. I'm building for permanence. In this category I also consider personal factors, such as family ties that might make a man want to move away from New York, and I aim to discover such in questioning an applicant.

"Ordinarily I don't want a man much past 50 years. I am looking for young men, anywhere from 26 to 40 years, because the salesman or canvasser uses a great deal of vitality getting about.

"I am much impressed by the degree of confidence a candidate manifests in his ability to make good; his persuasiveness in influencing me in his favor. If I'm uncertain about a verdict and he is tenacious, I am apt to be swayed in his favor. Tenacity is a very desirable quality in an insurance salesman.

"Looking at the situation from another angle; I employ a great many young college men. I don't expect to make salesmen of them in the beginning. They lack the necessary experience with human nature. There are always plenty of jobs to fill in with such men in our various departments for the first few years. In selecting a college man I disregard entirely the fact that he is a college man as an element in his favor. At the same time, however, the college man, all other things considered, usually uses better grammar, writes a better letter, and has a little more balance and broader outlook, but that is all.

"In selecting from that group I look to choose a man for his spirit; whether he is ambitious, pushing, energetic, or terribly in earnest. To determine these points, I like to find out whether he has worked his way through college, wholly or in part. I hold this tremendously in his favor, because it shows thrift, a spirit of sacrifice and willingness to do hard work. That is not sufficient, however. I seek to find how he has stood in his classes and his college activities. If I find him conspicuous in both respects, I consider him a treasure. If he has not worked his way through, I want to know how he stood in his studies and activities, as indicative of his ambition, power of application and desire for success. If these qualities are not more or less conspicuous, or a man can't account for their absence satisfactorily, I'm disposed to cut him out."

Mr. Cerf then gave three experiences in selecting men that have vindicated the actuarial method of selecting salesmen.

The first was the case of a young man who was a draughtsman in a big shipbuilding plant in Newport News, Va.

"He had a mother in Yonkers and wanted to come to New York to live with her. When he first presented himself there was nothing about him that particularly impressed me in his favor one way or the other. On examining his record, however, I learned

Help Wanted Male

Twenty-five cents an agate line.

AN ADVENTURE IN BUSINESS

(NOT FROM THE ARABIAN NIGHTS)

Mr. Mc—, (32 years of age), who has been a successful lumber salesman nearly all his life, found himself recently without a position. Happening through a happy chance to read our advertisement, he decided that HERE was an opportunity to capitalize his selling abilities for more money than he had been receiving. Result of his first eight weeks' work with us over $1,400 in cash commissions, and he has deferred equities in the business of approximately the same amount.

This is a human document open to your scrutiny—a story from real life, the hero of which is now in our employ. Best of all, it can be duplicated by any energetic man who has been a successful salesman, and who has the work habit, combined with our original selling methods. We have a similar opening for one or two successful salesmen who can furnish gilt-edge references. L. A. Cerf, General Agent, Mutual Benefit Life Insurance Company, 135 Broadway, New York.

DESIRABLE SALESMEN ANSWER THESE ADS

he had qualified as a civil engineer with a correspondence school. That proved to me that he had the necessary power of application. It is simple enough to become an engineer by going through a technical school or college, but for him to qualify through a correspondence school proved to me that he had the necessary application and concentration to make a good salesman. Moreover, I found that he had been using his evenings selling insurance, and that he had actually written several policies as a result, which was a big point in his favor. Therefore I hired him. In the first two months and a half his first commissions and deferred equities were $1,200, and I consider him a coming man.

"Another time an undergraduate of Georgetown University saw one of our ads and applied to me for a position to sell insurance during the college vacation, and then come with me when he was graduated the following summer. I told him that I considered the hiatus too long, and that the arrangement was impracticable. However, he presented himself after graduation. I admired his persistence and decided to investigate his record. I found that he had not only stood high in his studies, but that he had also been business manager of one of the athletic teams, and that he had in addition found time to 'shack' ads for one of the college publications. I concluded that he showed the necessary managerial ability and the business-getting force, and gave him a chance. He made good right from the start.

"About nine years ago a man came to me and said he had seen one of my ads and wanted a job. He was perhaps one of the most unprepossessing men I have ever seen. He said 'I see you're looking for a first-class salesman.' 'I am,' I replied. 'Well, you see him in front of you,' he said. This man was 52 years old, and was manifestly down on his luck. I liked his way of approaching me, however, and investigated I found that he had been a successful cloth salesman, had worked his way up to a junior partnership with a salary of $10,000. At the time he applied to me he still owned his own home, although it was mortgaged. Things had plainly gone wrong with him. I decided to give him a trial, and from the moment he started he showed the right spirit. We believe that salesmen can be taught to sell insurance, and have a school for that purpose. He went right through the school and took hold in a way that showed we were not wrong in overlooking first appearances in favor of the man's record. He has made a yearly average of more than $6,000, and built up a renewal business of $2,500 annually."

The busy executive will discern in Mr. Cerf's methods a scientific plan for winnowing the wheat from the chaff of applicants without undue waste of time. To spread his dragnet to bring in the good along with the curious or indifferent his unusual use of the classified columns has amply justified itself.

"My object in adapting this form of ad," said Mr. Cerf, "was not to increase the number of applicants, as indeed it has not: you can get any number of men to apply in answer to an ad, if you want to dress it up enough. Rather, I adopted this kind of ad to increase the number of really good men to answer it by showing how other men of ambition, training and energy had succeeded splendidly in my office. In other words, I am trying to sell them on the desirability and the chances of making good with me. And I find that these ads have had the desired result, namely: that of greatly increasing the number of *desirable* applicants. I find that after a year of these ads I am spending less money in finding and training really good salesmen. I have increased my staff steadily with men *who have made good from the start.* This has been our best year, and this way of getting new men has proved so satisfactory to me that next year I'm going to increase my advertising along these same lines."

THE AYER & SON ADVERTISEMENT
(*Concluded*)

Pittsburgh pickles. Do you imagine for one moment that Michigan folks, Illinois folks and Pennsylvania folks won't love your oysters?

And while eats are the subject, what about Maryland garden truck? She grows the finest tomatoes, sweet corn and peas to be found anywhere inside the confines of the U. S. A., bar none. The best part of Maryland is mostly garden. She has 48,769 farms, with an average area of 104 acres. Well! peas, sweet corn and tomatoes are eaten by everyone over three years old. Likewise, they are sold in grocery stores in cans in the fall, winter and spring time in every hamlet, village and city in America.

The packers in Pittsburgh and even in Chicago go to Maryland for their tomatoes, corn and peas. But did anyone ever see a brand of peas or tomatoes or corn that even Sherlock Holmes could have identified as from Maryland?

There are two firms of Maryland canners rated at $500,000 to $750,000; five rated at $300,000 to $500,000; ten at $200,000 to $300,000 and ten at $125,000 to $200,000. Think of it! And not one of these concerns has had the temerity to stake out a claim on this grub business, a profit producer that would make the rattle of hail on a tin roof sound like a pin falling on the Serapi, compared with the noise of their cash being put into barrels for shipment to Baltimore's banks.

And Baltimore, the home of hospitality, good breeding and gallantry—once the gateway to the South—what has come over the spirit of thy dreams? Not long ago you were the sixth city of the United States. Now you are trailing Cleveland. You are a remarkable manufacturing city. You are economically and commercially placed to advantage. You should be the gateway to America and a great port for clearance to our South American cousins.

We would like to see some big business come out of Baltimore. It is there. In clothing you occupy a wonderful position. You have five men's clothing manufacturers rated at over $1,000,000; three rated at $300,000 to $500,000; one at $200,000 to $300,000; four at $125,000 to $200,000. In the name of the most garden variety of common sense why should you keep your light under a bushel? One of your number has put advertising to the touch and made his name and brand known the length and breadth of the country.

We believe there is a wonderful opportunity for an energetic, bold Baltimore merchant to tell the men of America about his garments and do it in a highly civilized and modern way. Who is the man or firm who will break the shackles of advertising imitation and show real men in real clothes of real merit and tell a real clothes story? America waits.

Baltimore, your greatest enemy is your conservatism. You are proud and haughty and reserved. This land is feeling the beating pulse of the new nationalism. The hour has struck for sectionalism. There is no North, no South, no East, no West. Cities, counties, States, sections are interdependent. We exhort you to come out of your shell of reserve and see things in a national way, commercially, advertisingly.

We are anxious to extend our business by association with lines of produce or lines of manufacture that in our judgment hold the possibilities of great success. You certainly have them in your grasp. The world is your oyster. Can you open it all by yourself? Even the bravest captains welcome an experienced pilot on strange waters. Will you let us talk seriously with you? Conferences between successful business houses are always productive of good. The latchstring hangs loose.

N. W. AYER & SON
Philadelphia
New York Boston Chicago

THE CLEVELAND PLAIN DEALER

will on January 1st become associated with The Chicago Daily News, The Boston Globe and The Baltimore Sun in the maintenance of a joint advertising bureau at 710 Times Building, New York City.

The bureau will be under the direction of Mr. John B. Woodward and associated with him will be Mr. W. S. Bird, Mr. Harold M. Kyle and Mr. E. N. Bayne.

All business east of Buffalo and Pittsburgh, including those cities, will be under the direction of this bureau.

The Plain Dealer

First Newspaper of Cleveland. Sixth City

ASSOCIATED:

The Chicago Daily News — The Boston Globe
The Cleveland Plain Dealer — The Baltimore Sun

TIMES BUILDING NEW YORK CITY

CLEVELAND PLAIN DEALER
Western Representative
JOHN GLASS, Peoples Gas Building, CHICAGO

The Advertising Assistant Is Heard From

He Doesn't Believe in the Idea of Always Doing Things According to One Man's Notion

By One Who Has Been There

THAT article on "The Choosing and Training of Advertising Assistants," in PRINTERS' INK for October 28, was interesting—especially that part where the author speaks about getting the work done *his way*. I happen to have been assistant to just such a man for a couple of years, and maybe a word or two from the assistant's side of the fence will not be out of place.

The notion that the advertising manager is personally responsible for everything done in his department, and that, like the British Cabinet, he will have it done *his way* or resign, is beautiful under certain conditions. But those conditions are mighty rare when it comes down to cases. The trouble is that the advertising manager isn't really responsible, and can't be responsible, because he cannot control the mental processes of the man who actually does the work. The factory superintendent can order an employee to drill holes in an iron bar to precise dimensions, and he can be responsible for the work because the instructions are absolutely definite. The workman has no chance to exercise judgment, one way or the other. He does it right or wrong, and there's an end of it. But you can't issue instructions on a catalogue or a piece of advertising copy which are accurate to the thousandth part of an inch. The writer has got to use his own judgment.

Here's the way it works out. Mr. Responsible Advertising Manager wants a booklet revised, let us say. He pushes the buzzer and Copycuss appears. There is business of taking notes, preparing a scratch-paper dummy, marking in tentative cuts, and so on. "We want a snappier opening this time," says the R. A. M. "'Every woman knows the back-breaking effort of the old-fashioned wash-tub'—that won't do, of course, but you get the idea. Then, over here, when you get to the electric drive, don't talk about armatures and alternating currents—get down to earth. 'The trials of washday lost in the purr of the motor'—don't say that, you know, but that's the theme. Better get a new cut for the dryer: have Penman get up a phantom drawing that won't look like a differential gear. Run that 'ironing done Monday night' letter in the text somewhere, and get a good human-interest picture. Farmhouse, you understand; not a Fifth Avenue drawing-room—but not a tumble-down, cracked-plaster affair, either. I don't want a family around the evening lamp: they're done to death. Something to make the housewife put herself in the picture. We ought to have final proofs by the thirtieth. And, Copycuss—soft-pedal the deferred-payment plan a bit. Sales department got a call the other day for poor cash-in-advance showing."

THE ADVERTISING MANAGER HAS AN AFTERTHOUGHT

There you are. Copycuss has got his orders, and all he has to do is to follow instructions. True, they aren't exactly what you might call definite, yet they are instructions, and the advertising manager's first name is Responsible.

Now, if the advertising manager would quit thinking about the booklet while Copycuss is at work on it all would yet be well. But he doesn't. Every day or so he gets a new hunch, and the old ideas get so mixed up with his afterthoughts that he can't tell which is which. Then, when Copy-

cuss appears with the text and the lay-out ready for the printer, the advertising man swears by all his tutelar divinities that he distinctly ordered the guarantee played up in the opening paragraph, and that he always condemned the practice of burying testimonials in the text. "Oh, here now," he says, "this won't do! We aren't trying to sell our goods to Rockefeller and Morgan for use in their summer homes. This sketch looks too prosperous altogether. Cut out that drop-light effect, and get a *lamp* on the table—common old coal-oil lamp, and group the family around it. Funny thing you can't get my instructions straight the first time. I distinctly told you we wanted a *family group*.

"And here—come back here! Not a blamed word about selling on instalments until you get to page 17! How many times have I got to remind you that 76 per cent of our business is on the deferred-payment plan? Three people out of every four want to buy that way—*must* buy that way, if they get the goods at all. And you bury it over on page 17 so as to make the woman think she must pony up the cash before she can get a look-in. I-can't-seem-to-make-you-men-understand-that-when-I-issue-instructions-I-want-them-followed."

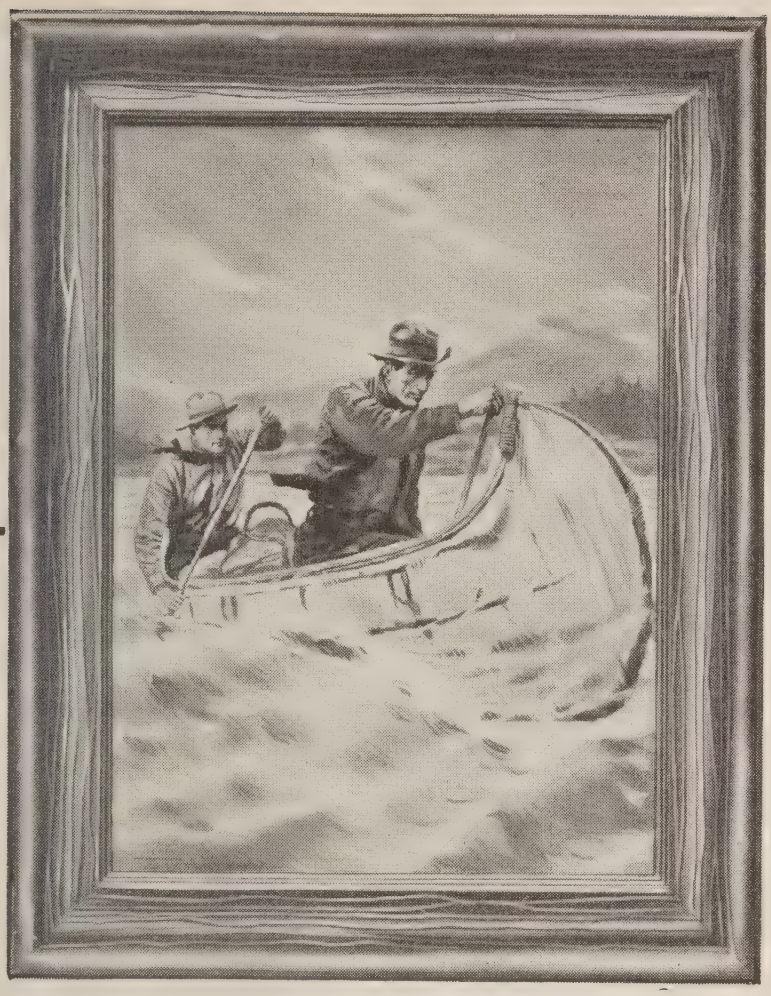
There's more to it, but I won't attempt to reproduce the whole wearisome struggle. By and by the book goes to the printer, and in the week or so which elapses the advertising manager has time for a few more afterthoughts. Not being mind-readers, neither Copycuss nor the printer succeeds in getting them incorporated in the book, and when the first proof appears there is another seance. I remember one instance in particular in which I had spent nearly three months and the company had spent more than $300 in getting up the copy for a very elaborate instruction book. The job was given to an out-of-town printer, who laid himself out to give the best possible service. The boss of the print-shop made a special trip with the first proofs in order to make certain of getting the instructions straight. As I said, it was a really complicated job, but everything had been done in accordance with instructions from the advertising manager. He had taken a look at the copy before it went to the printer, and raised no objections.

When the proofs arrived we had a three-cornered conference after hours. The advertising manager's temperature began to rise with the title page, and by the time he reached the double spread in the center of the book he was flaming. Something was wrong on every page—something he was quite certain he had made perfectly clear in the first place. Finally he slammed the proof down on the table and fairly roared: "I can't seem to get anything done in this place unless I do it myself! I'm sorry to make you come 'way out here on a wild-goose chase"—this was for the printer's benefit—"but this whole thing will have to be done over again. It's plain rotten!"

AND, AT THAT, THE BOSS WAS PROUD OF THE BOOK

If that particular printer happens to read this he will remember what a perfectly lovely time we had getting that book through. We had a small war at every stage of the proceedings, and there were several stages, since it was a three-color job. After it was finally issued, the advertising manager was inordinately proud of it, and I have even heard him brag about it in public. Judging from the amount of nervous energy which was used up in the making of it, it *ought* to have been a good book—but most of the energy represented an absolute waste.

Now, it happened that we got out another book in that same advertising department, at a time when the advertising manager was busy with the agency on the next year's magazine campaign, and hence was unable to give close attention to every comma. We had a general understanding as to what was to go into it, and what it was meant to accomplish. But



MEYERCORD OIL PAINTING
Made for "The National Sportsman" Actual Size 20 x 25 in.

MEYERCORD
Oil Paintings *on* Canvas

Are the latest innovation in sign progress. Reproduced from original oil paintings. Photographically made on artists' canvas. All the actual brush strokes are there. You can feel the raised daubs of oil-color paint. Made in any size.

Have *you* an original oil painting you would like exactly reproduced on canvas? Or, shall we paint one for you?

Get our samples. MEYERCORD OIL PAINTINGS will greatly interest you. See what we are doing for national advertisers. Investigate this opportunity to increase the effectiveness of your dealer-advertising.

THE MEYERCORD COMPANY, Inc.

Main Offices:—Chamber of Commerce Bldg., Chicago Branches in all large cities.

The Meyercord Company, Ltd., St. Catherines, Ont.

the details of arrangement and phraseology were left to the writer of the book—where they normally belonged. The whole job—it was a book of some 80 pages in two colors—went through without the slightest friction between us. He made certain changes in the proofs, and suggested others which were made as a matter of course. The finished job was entirely satisfactory, apparently—though it was not done altogether *his* way. And, by the same token, it wasn't done altogether *my* way. It would be impossible to pick out those parts which were his and those which were mine, because the book was a product of mutual understanding and mutual confidence.

That is the point I am trying to make. Mutual understanding and confidence will get a whole lot farther, and will result in a whole lot better product, than the "do it *my* way" idea. If the advertising manager hasn't confidence in his assistant, he hasn't an *assistant.* He has only a clerk. The function of an assistant is to *assist*—not to be a mere recording machine. And if the assistant cannot be trusted to use his own brains and his own initiative, the advertising manager had better fire him and get another.

I am not asking to be given my head, and to be allowed to do the thing *my* way. My way is likely to be worse than the advertising manager's way, but neither of them is as good as *our* way. My brains added to his will produce better results than his brains filtered through mine, to say nothing of the saving in nervous wear and tear. Any man who has ever worked under both systems—as I have—can appreciate the difference.

Vigilance Work of Young Ad Club

The Advertisers' Club of Cairo, Ill., less than one year old, has secured the passage by the city council of an ordinance making it a misdemeanor for anyone to wilfully misrepresent facts in advertising. A vigilance committee has been appointed to carry out the purposes of the ordinance.

The State Laws Against Fraudulent Advertising

The Legislative Record Up to the Close of 1915—"Printers' Ink" Model Statute is Law in Twelve States—Thirty-one States in the Whole List

SO many inquiries for information concerning the various State laws against fraudulent advertising are constantly coming to PRINTERS' INK that it seems advisable to print the complete list as it appears up to date. The following summary shows the legislative record as it stood at the close of the 1915 sessions of the State legislatures, and has been compiled from copies of the laws furnished by the appropriate secretaries of state. For purposes of comparison, we print once more the approved text of the PRINTERS' INK Model Statute:

THE "PRINTERS' INK" MODEL STATUTE

Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this state, in a newspaper or other publication, or in the form of a book, notice, hand-bill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

The laws now on the statute books of the various States are as follows:

ALABAMA.

No. 318, Laws of 1915. An amended form of the PRINTERS' INK Model Statute, containing the word *"knowingly,"* and providing that agents and employees shall be equally guilty with their principals. An added section provides for the marking of advertising in publications with the word "advertise-

ment" when the name and address of the advertiser is not plainly displayed. Penalty $25 to $1,000, imprisonment for not more than one year, or both.

CALIFORNIA.

Section 654a, Penal Code. The PRINTERS' INK Model Statute in elaborated form, and *amended by a clause which reads: "and which is known, or which by the exercise of reasonable care should be known to be false or untrue, deceptive or misleading."* There is specific exemption of publishers who accept advertisements without knowledge of their falsity. Penalty, as provided for misdemeanor.

COLORADO.

Senate Bill 15, Laws of 1915. The PRINTERS' INK Model Statute. Each offense is punishable separately. An added clause exempts publishers who accept copy without knowledge of its fraudulent character. Justices of the peace are given jurisdiction of offenses falling within the provisions of the act. Penalty, $10 to $300, or imprisonment for thirty days, or both.

CONNECTICUT.

Chapter 65, Acts of 1913. Penalizes false statements concerning the "nature, quality, method of production or manufacture, or cost of any goods." Contains the word "knowingly." Penalty, $10 to $500.

IDAHO.

Chapter 23, Laws of 1915. The PRINTERS' INK Model Statute. Specifically penalizes attempts to "increase attendance at places of amusement." Penalty, $25 to $300.

ILLINOIS.

House No. 186, Laws of 1915. Penalizes false statements concerning "the quantity, the quality, the value, the merit, the ability, the use, the present or former price, the cost, the reason for the price, or the motive or purpose of sale"; also "the possession of rewards, prizes or distinctions . . . or the manner or source of purchase." Contains the word "knowingly." Penalty, not more than $1,000, or imprisonment not exceeding 60 days, or both.

INDIANA.

Section 347, Acts of 1913. Same text as the Massachusetts law.

IOWA.

Chapter 309, Laws of Thirty-fifth General Assembly (1913). The PRINTERS' INK Model Statute, *amended by an added clause which reads, "with intent to defraud directly or indirectly."* Special exemption is provided for publishers and agents who accept or place advertising in good faith. No special penalty specified.

KANSAS.

Chapter 2, Laws of 1915. The PRINTERS' INK Model Statute. Each day the offending advertisement is published is deemed a separate offense. An added clause exempts publishers who accept advertisements without knowledge of their falsity. Penalty, not to exceed $100 or imprisonment not to exceed one year, or both. *Note:* Section 3 of this act is as follows: "This act shall not be construed to impair, amend, modify or repeal the provisions of any law now in force."

LOUISIANA.

Act No. 162 of 1914. The PRINTERS' INK Model Statute. Penalty $25 to $500 or imprisonment ten days to six months, or both.

MARYLAND.

Chapter 606, Acts of 1914. Penalizes false statements concerning the quality, quantity, value, method of production or manufacture, or reason for the price, or the manner or source of purchase, or the possession of awards, prizes or distinctions. Contains the words "wilfully or knowingly." Penalty $25 to $100.

MASSACHUSETTS.

Chapter 489, Acts of 1912, amending Chapter 397, Acts of 1902. Penalizes false statements of fact concerning the "quantity, quality, method of production or manufacture, cost of production, cost to the advertiser, the present or former price, or the reason for the price." Also penalizes false statements concerning "the manner or source of purchase, or the possession of prizes, awards or distinctions." Contains the word "knowingly." The employee who makes the false statement is specifically included in addition to the employer. The penalty is $10 to $500 for each offense.

MICHIGAN.

Act 276, Public Acts of 1913. The PRINTERS' INK Model Statute *amended by adding the word "knowingly."* Clause specifically exempts publishers who receive copy from others without knowledge of its falsity. Penalty, $25 to $200, or imprisonment in the county jail for 90 days, or both.

MINNESOTA.

Chapter 51, Acts of 1913. The PRINTERS' INK Model Statute. Penalty, that fixed by statute for misdemeanor.

MISSOURI.

House Bill 232, Laws of 1915. The PRINTERS' INK Model Statute. An added clause exempts publishers who accept copy without knowledge of its fraudulent character. Penalty, $25 to $500, or imprisonment from 10 to 90 days, or both.

MONTANA.

Chapter 117, Laws of 1915. "False advertising shall mean any false statement regarding the quality or price of goods, wares or merchandise." Penalty, $50 to $500, or 30 days to six months, or both.

NEBRASKA.

Senate File 188, Acts of 1913. The PRINTERS' INK Model Statute. Penalty, $25 to $100.

NEW JERSEY.

Assembly Bill 734, 1913. The PRINTERS' INK Model Statute. Penalty, $1,000, or one year, or both.

NEW YORK.

Chapter 569, Laws of 1915; Section 421, Penal Code. The PRINTERS' INK Model Statute *amended by the addition of the word "knowingly."* Also amended to penalize members of firms, agents

and employees. Penalty, $25 to $1,000, or imprisonment of not more than one year, or both.

NORTH CAROLINA.

Senate No. 703, Laws of 1915. The PRINTERS' INK Model Statute *amended as follows: "Provided said advertisement shall be done wilfully and with intent to deceive."* Penalty not exceeding $50, or imprisonment for 30 days.

NORTH DAKOTA.

Chapter 3, Acts of 1913. The PRINTERS' INK Model Statute. A section is added specifying that it shall be the duty of the State's attorneys, sheriffs, police officers, health officers and food commissioners to enforce the statute. A second added section extends the statute to cover any person "who aids another to violate the same." Penalty: first offense, $10 to $100; subsequent offenses, $100 or 60 days in jail, or both.

OHIO.

Sec. 13,194 General Code. The PRINTERS' INK Model Statute. Penalty, $10 to $100, or imprisonment in the county jail 20 days, or both.

OKLAHOMA.

Chapter 61, Laws of 1915. The PRINTERS' INK Model Statute, *amended by the addition of a clause which reads: "known by him to be deceptive or misleading."* Penalty $10 to $50, or 20 days, or both.

OREGON.

Section 2230, Lord's Oregon Law. Penalizes false statements concerning the "quantity, quality, value, price, method of producing or manufacture of merchandise or professional work, the manner or source of purchase of merchandise, or the motive or purpose of any sale." Contains the word "knowingly." Penalty, $10 to $50, or imprisonment 20 days, or both.

PENNSYLVANIA.

Act No. 8, 1913 General Assembly. Penalizes false statements concerning the "quantity, quality, value, merit, use, present or former price, cost, reason for the price, motive or purpose of a sale, method of cost or production, possession of rewards, prizes or distinctions, or the manner or source of purchase." Contains the word "knowingly." Penalty, a fine not to exceed $1,000, or imprisonment not to exceed 60 days, or both.

RHODE ISLAND.

Chapter 1073, Laws of 1914. The PRINTERS' INK Model Statute. Penalty as provided for misdemeanor.

SOUTH DAKOTA.

Chapter 15, Acts of 1913. Same text as Massachusetts law. Penalty, $10 to $100 for each offense.

TENNESSEE.

Chapter 105, Public Laws of 1915. The PRINTERS' INK Model Statute, *amended by the addition of the word "knowingly."* Penalty, $25 to $100, or imprisonment not exceeding six months, or both.

UTAH.

Chapter 22, Acts of 1913. Any person who, on his own behalf or as agent, employee or representative, "shall knowingly produce, publish, print, use, circulate, display, or transport, any false, fraudulent or misleading advertisement," or shall cause any of those things to be done, is declared to be guilty of a misdemeanor. Section 2 defines an advertisement as "any notice or announcement made by a handbill, placard, sign, newspaper, magazine or other public print, or by oral proclamation." Section 3 declares "objectionable and pernicious within the meaning of this Act: Advertisements of sales of 'damaged goods,' or 'fire sales,' of 'bankrupt sales,' of 'wreck sales' and the like, where merchandise not a part of such stock represented in the advertisement is sold, *and all other advertisements wilfully designed or calculated to deceive or mislead the persons to whom they are directed."* No specific penalty provided.

WASHINGTON.

Chapter 34, Acts of 1913. The PRINTERS' INK Model Statute. An added clause specifically exempts owners, publishers, agents and employees of newspapers who accept advertising in good faith. Penalty, as provided for "misdemeanor."

WEST VIRGINIA.

Chapter 43, Laws of 1915. The PRINTERS' INK Model Statute *amended as follows: "Such violation, by an agent or employee, shall be deemed an offense as well as by the principal or employer, and they may be indicted for the same, either jointly or severally."* Penalty, $10 to $100.

WISCONSIN.

Chapter 510, Laws of 1913. The PRINTERS' INK Model Statute *amended by the addition of a clause reading, "for the purpose of defrauding the public."* This is equivalent to the insertion of the word "knowingly." A clause exempts publishers who accept copy in good faith. Penalty, $10 to $200, or imprisonment not more than 90 days, or both.

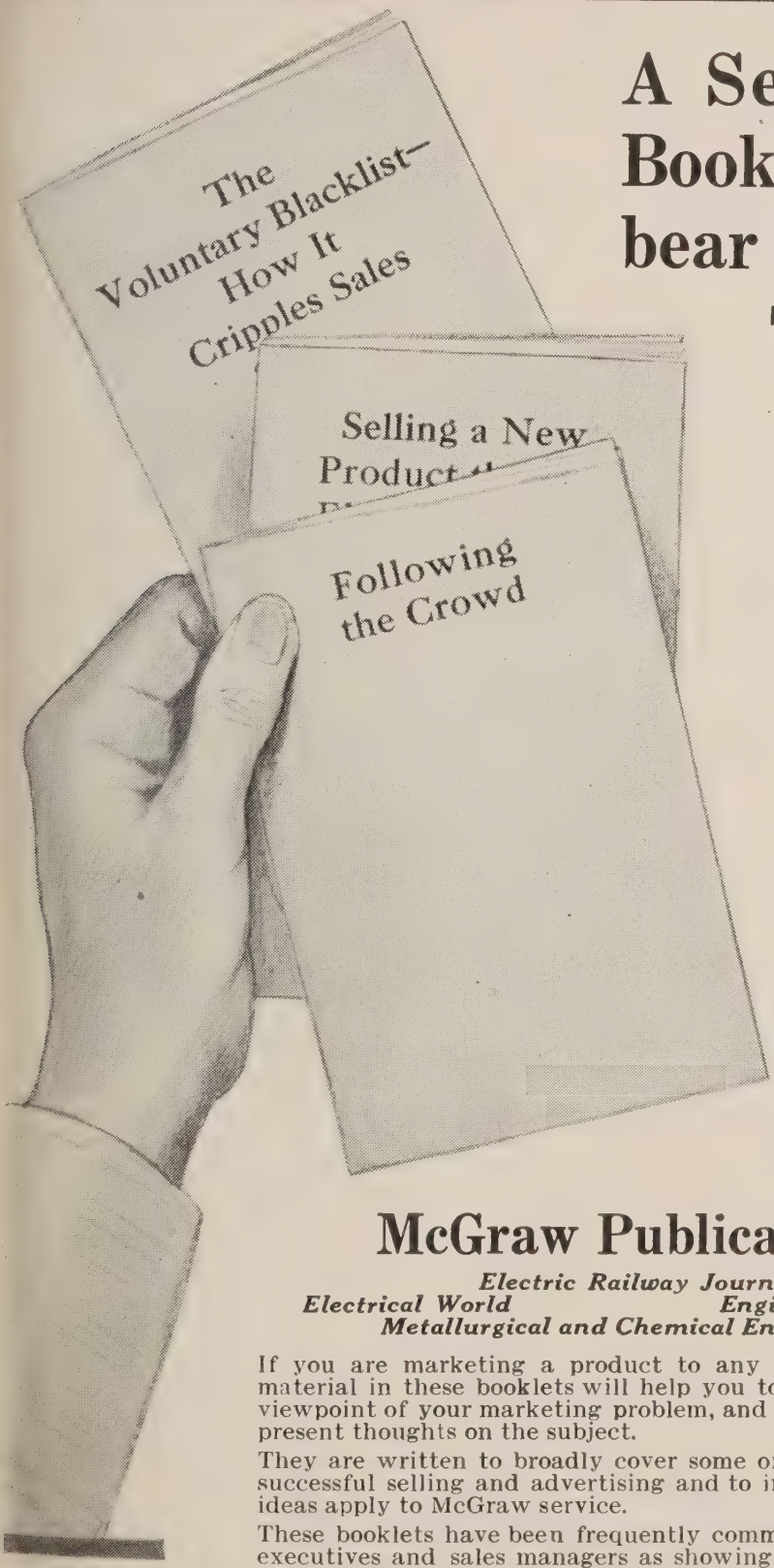
Haughton Leaves "Farmers' Review"

Richard Haughton, business manager of the *Farmers' Review,* Chicago, has been elected secretary of the Dallas Chamber of Commerce and Manufacturers' Association, effective January 1. Mr. Haughton will be remembered by those who attended the Dallas convention of the A. A. C. of W. He served as president of the Dallas Ad Club, and was for some years associated with Colonel Holland on *Farm and Ranch.* His wife's health necessitated his returning to the South.

Fraudulent Advertising Ordinance in Lexington, Ky.

The PRINTERS' INK Model Statute has been passed as a city ordinance by the City Commissioners of Lexington, Ky. The measure was fathered by the Ad Club of the Lexington Board of Commerce, and is based upon the experience with a similar ordinance in Louisville

A Series of Booklets that bear reading TWICE



These are the first three of a series of twelve booklets written for men who do business with the fields served by the

McGraw Publications

Electric Railway Journal
Electrical World *Engineering Record*
Metallurgical and Chemical Engineering

If you are marketing a product to any of these fields—the material in these booklets will help you to a new and broader viewpoint of your marketing problem, and clarify some of your present thoughts on the subject.

They are written to broadly cover some of the vital points of successful selling and advertising and to indicate also how the ideas apply to McGraw service.

These booklets have been frequently commented on by leading executives and sales managers as showing a thorough grasp of selling problems.

We shall be glad to mail you the three—and the rest of the series as issued.

McGraw Publishing Co., Inc., 239 West 39th St., New York

Members of the Audit Bureau of Circulations

Merchandising a Brand to Fit the Department Store Mood

The Story of Smolin and How He Devised a Campaign to Meet the Situation

By R. E. Dildine

A VETERAN New York department store man not long ago made a remark to me that has special application to this campaign story. He said:

"While a certain small percentage of department stores oppose trade-marked goods on principle, it is my observation that manufacturers who fail to get into department stores do so mainly because their approach is wrong. They seem to lack the willingness or the ingenuity to devise a special plan which will make buyers see the attractiveness of the goods *to them.* Department stores don't want just another line. They are hunting hard all the time, though, for *special attractions.*"

This seems to let out those manufacturers who have only "just another line," even of considerable prestige. But this merchandise manager's remark may set manufacturers to thinking along new lines, whose goods are perhaps not of the ordinary run. And the story of how Smolin, a New York manufacturer of women's hats, evaded the department store barriers, may help in the skirmish for a new approach.

The Smolin business, a representative one in its field, had been built up primarily with department stores and a few big specialty shops in the large cities of the country. This concern devised a trade-mark in its early days, but never found much use for it. Buyers would have none of it. In the first place, precedent in the millinery trade was against the idea of trade-marked merchandise and large stores were rather inclined to pose as original designers of style.

As the Smolin business grew, however, it became more and more evident that it lacked one important element of permanent success, and Nat. C. Smolin, the junior member of the firm, devoted a good deal of thought to the problem of devising a sales plan that would build consumer good will without antagonizing dealers.

THIS STYLE COPY IS FOLLOWED IN FASHION MEDIUMS

A trade-mark of some kind seemed essential, but experience had shown that the mark and the plan behind it would have to be exceptional to win favor with dealers.

The answer came suddenly, an inspiration from an unexpected source. One day just prior to the last State election, Mr. Smolin received a sample ballot in his mail. As he looked at it rather casually the symbols of various political organizations at the top of the ballot attracted his attention. One of these was an eagle. That picture created an association of ideas that settled the trade-mark question on the spot. He had been reading Maeterlinck's story of "The Blue Bird."

"'Blue Bird' hats!" he ex-

(*Continued on page 83*)

An Idea That Is Making Good

THE KNICKERBOCKER PRESS

COVERS

Albany, Troy, Schenectady and The Capitol District

FOR YOU

RATE, SIX CENTS FLAT

Advertisers, Sales Managers and Space Buyers are requested to write

THE KNICKERBOCKER PRESS

FOR FACTS

Member of A. B. C.

Part Ownership, Leading National Publication for Executive

The owners wish to employ the services of a powerful all-around executive, with thorough publishing and advertising experience.

The opportunity is for a big individual who wants to establish a future. The publication now carries a great deal of national advertising, and has much opportunity for further development.

In order to insure the successful applicant a genuine share in the profits of the magazine, the owners are willing to sell stock to the amount of $20,000.

The magazine has a long and successful history. The President of the company is one of the best and most favorably known men in publishing and advertising circles.

Applicant must be able to assume responsibilities at once, and devote full time to the business of the publication.

All applications and facts will be treated in confidence. Write fully.

"Magazine," Box 375, care Printers' Ink.

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

"CROWELL QUALITY"

Let us show you what this means when you have a job of **binding.** We do every kind of cloth, leather and paper work in quantities. Established 1874

THOMAS Y. CROWELL CO.
426-428 West Broadway, New York

15 Years Ago

we brought Process Color Printing to New York City. Since then we have perfected the product and placed cost within the reach of all who are looking for bigger business.

ZEESE-WILKINSON CO.
424-438 West 33rd Street, New York

OUR NAME for A-1 Advertising Composition is our bread and butter. Our work must necessarily be of the best.

Day and Night Service.

C. E. RUCKSTUHL, INC.
"Typographic Service"
27 EAST 31ST STREET, NEW YORK

Booklets and Catalogs

Many of America's prominent advertisers and advertising agencies like the George Batten Co., J. Walter Thompson Co., Frank Seaman, Inc., Federal Agency and others, requiring High Class Work use the

Charles Francis Press
Printers of PRINTERS' INK
30-32 W. Thirteenth St., New York City

WE operate the largest plant in the East for the *complete* manufacture of high grade catalogs and magazines.

Prompt deliveries guaranteed.

THE PERIODICAL PRESS
76–88 Lafayette St. - - New York

ADVERTISING AGENCIES can work with us with profit because a number of our clients are of the larger type whose accounts are handled by agencies.

READ PRINTING CO.
HIRAM SHERWOOD, PRESIDENT
106 Seventh Avenue, New York

QUALITY ATTRACTS QUALITY

Commonplace printed things go straight into the yawning mouth of a business man's waste basket. We produce printing that pulls.

WALTERS & MAHON, Inc.
64 Church Street, NEW YORK
PHONE CORTLANDT 1087-1088

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers, Advertising Agents and Publishers

ELECTRO SERVICE IN CANADA

"CHICAGO, 10-23-15

"We are pleased to advise you that the service you have given us on our electrotype work has been excellent, and we must compliment you on the promptness given our orders... ....
We feel perfectly satisfied
Yours truly, A. B. SHUBERT, INC.
B. A. Cortilet, Manager."

RAPID ELECTROTYPING CO.
OF CANADA
345-347 Craig W. Montreal, P. Q.

SCIENTIFIC ENGRAVING CO.
406-426 W. 31st St., New York
Telephones Chelsea 2117-2118-2229
Best Equipped Plant in New York
Guarantees you finest plates at reasonable rates
FINE PLATES

THE STERLING ENGRAVING CO.

Designing Retouching
Halftones Ben Day
Color Process Wax

New York City, N. Y.

200 William St. Tenth Av. cor 36th St.
Tel. 2900 Beekman Tel. 3900 Greeley

Did You Ever Wonder Why

The Hearst Publications—*New York American, New York Journal, Motor Magazine,* etc., are the best illustrated in the city?

Suppose you send us your next engraving order and SEE.

METROPOLITAN ART CRAFT CO.
2 Duane St. New York
Telephones Beekman 2980-1-2
DAY AND NIGHT SERVICE

The Chromatic Process Engraving Company

DESIGNERS
PHOTO ENGRAVERS
COLOR PLATE MAKERS

129-135 Lafayette St., New York City
TELEPHONE 2394 FRANKLIN

ALL of the engraving of some of the biggest national advertisers is made by us.

THE BECK ENGRAVING CO.
PHILADELPHIA NEW YORK

THE GILL ENGRAVING COMPANY

Our reproductions for printing in colors are of the same excellent quality as our "black and white" engravings. These have been the standard of quality for 27 years.

SERVICE EQUAL TO QUALITY
140 Fifth Avenue, at 19th St.
Phone 4440 Chelsea

The Colorplate Engraving Co.
J. E. Rhodes, Pres. 311 West 43rd St. N.Y.

Quality Color Plates

Why Trial Campaigns Are Necessary

FLAWS in selling plans in which flaws exist are likely to be found due to

1. Manufacturers' ignorance of the true character of the average retailer.
2. Manufacturers' retention of features and ratios adopted many years ago, which, while fair when incorporated into the plan, are obsolete or obsolescent to-day because of vastly altered conditions.
3. Manufacturers' indifference to the welfare of the retailer—or worse.
4. Manufacturers' failure to appreciate the vital importance of the retailer and consequent carelessness in providing for retailers' adequate, logical remuneration.

—PAUL FINDLAY in PRINTERS' INK, Dec. 9, 1915.

These flaws, if they exist, can be detected by a trial campaign in our New England cities.

W. D. Showalter says: "There is no more ideal territory in which to 'put your proposition to the test' than New England. If you win there, you win everywhere.

"If you are marketing a product which will stand any fair test, New England means opportunity to you."

The Home Daily Newspapers cover this territory adequately, and they offer you the open road to your market.

"It is a 'toll' road of course; but the tolls are surprisingly light, and the road is safe, straight and sure."

Below are 12 good typical New England dailies in twelve good cities. .

THE HOME DAILY NEWSPAPERS

Quick Workers and Rapid Producers

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H., Union and Leader
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS. Standard and Mercury
Daily Circulation 20,949 net paid.
Population 109,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE
Daily Circulation 30,000.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

claimed. "Why, it's just the thing, and a blue bird for a trade-mark."

The idea had much to commend it. The name was distinctive, yet simple and easy to remember. It had an element of descriptive association with the merchandise, and a famous author had surrounded it with sentiment. Altogether, it was a name likely to appeal to women.

Steps were taken immediately to create the trade-mark in definite form and have it filed and protected by copyrights and patents. That part of the matter was comparatively easy. The main problem was to get dealers to accept merchandise with the trade-mark attached.

The fact that this trade-mark had inherent selling value was no doubt a helpful factor in that respect, but the manner in which this element was utilized in a carefully prepared campaign of publicity really smoothed the way to the dealers' shelves.

UTILITY USE OF THE BRAND-NAME

In the first place the company devised a way to attach the trade-mark to its merchandise so that it appeared to be both a utility and an ornament. It consists simply of a bird in blue color on a black background, in the form of a small label about one inch square. Neither the firm name nor any other lettering is used. This label is sewn to the lining of a hat in such a way as to indicate the position in which the hat should be worn.

The principle of this idea is the same as that used in men's hats, where the back of the hat is indicated by a small bow of silk cord or ribbon. But the Smolin method is to indicate the front of a hat. This idea was featured as something new in the way of a utility, and the absence of lettering in the trade-mark got it by a great many dealers at first without their realizing its true import. The company made no attempt to deceive retailers on this point, but on the contrary, gave the trade-mark considerable publicity. The point is that the

Try Your Campaign in

PORTLAND

MAINE

Portland is city and country—58,571 souls in the city, and about 17,000 in the suburbs.

The city is the largest in Maine; easily the richest and most prosperous, while its suburbs are the delight of all who have seen them. The jobbing and wholesale center of this Northeastern section. Portland is truly a jewel in a golden setting. The

EVENING EXPRESS

is the one afternoon daily in the city. Its circulation—P. O. statement 21,340. 750 inches, a trifle over 10,000 lines, is only 52.5c an inch, including position—a low rate, based on twenty per cent less circulation.

Doesn't it appeal to you?

JULIUS MATHEWS, Representative

Are You Interested in the Food Question?

If you are, we would like to send you a copy of our new booklet, "Food and Health" which we are sending free upon request to the readers of

PHYSICAL CULTURE

A great many who have received this booklet pronounce it the most instructive and valuable treatise on the food question they have ever read. We'll be glad to send you a copy, gratis.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

utility feature diverted attention so successfully from the trade-mark issue that the company was not put on the defensive in that respect.

Consumer and trade advertising not only played an important part in the promotion of the label to dealers, but will be continued as the fundamental factor in creating new business and maintaining the good will of both dealers and consumers.

Up to the present time the investment in publicity has not been large, but the advertising has been carefully planned and executed in a rather intensive way.

Six-inch, single-column copy is being used in a leading fashion magazine, the circulation of which is largely among women of stylish tendencies in large cities. These ads feature new Blue Bird styles during the retail buying season. The text is both brief, and conservative, with a view to publicity for the trade-mark as its primary object and to impress both dealers and consumers with the style value and standing of the line, in addition.

THE WOMEN WEAR RINGS WITH TRADE-MARK

The Blue Bird idea has been carried out rather elaborately and withal effectively in every conceivable way within the Smolin organization. This includes the decorative scheme of the company's sample-rooms, which are visited by many buyers. Women employees have been supplied with Blue Bird rings of sterling silver, and the traveling salesmen wear the trade-mark in the form of a stickpin.

These articles are also supplied to some buyers and retail salespersons who sell the line.

Every piece of printed matter issued by the company, from letterheads to direct mail advertising, carries the trade-mark printed in blue. The hat-boxes used for packing the product are decorated with a whole flock of delicately tinted bluebirds in full flight.

In addition to using space in a millinery trade paper, the company sends out a good deal of direct mail matter to retailers.

MEETING SHIFTING STYLE DEMANDS

As the style element dominates in the millinery trade, such advertising is largely for the purpose of keeping the trade informed regarding new styles that are constantly being created. In this connection the Smolin company operates a rather unique plan that is, in effect, a combination of selling effort and a style service to its customers.

The company maintains an active list of 1,000 dealers that are supplied with this service. When a new style is produced it is photographed on a model and duplicates of this pictured reproduction are sent out to the trade. In addition, sample hats are sent to a selected portion of the list comprising from 25 to 50 per cent of it. The majority of these samples are kept and sold by retailers, and in many instances, of course, additional orders are placed.

Dealers like the plan because it enables them to show something new frequently, and the Smolin samples are often placed in the window or displayed prominently in the store as soon as they arrive. The photographs are used in conjunction to illustrate the appearance of the hat when it is worn. Dealers who do not receive sample hats use the photographs and order hats on request of their customers.

Mr. Smolin says that of his entire list of customers only two have declined to accept merchandise bearing the Blue Bird trade-mark. These are New York concerns, well known for a settled and definite policy of opposition to trade-marked goods.

Elgin Watch Changes

DeForest Hulburd, who has been in charge of the advertising for the Elgin National Watch Company, Chicago, has been appointed assistant to the president. Roy R. Bailey is his successor.

H. E. Pengel, Jr., for the past six years with the advertising department of the H. W. Johns-Manville Company, has joined the advertising staff of *Everybody's Magazine.*

What Paid Advertising Would Have Done for the Exposition

Instead of 1,000,000 Eastern People, Less Than 400,000 Attended

By William Woodhead

Gen. Mgr., *Sunset Magazine,* San Francisco

THE great Panama-Pacific International Exposition ended in a blaze of glory, at the close of a perfect and long to be remembered California day, Saturday, December 4th, with a record-breaking attendance for the day of 450,000 people. It was a happy throng, mostly San Franciscans, come to say good-by to what has certainly been the most interesting and fascinating of all the world's fairs.

But did dear old "Free Publicity" deliver the goods?

It will be remembered that from the very commencement of things, President Moore took the position that this was to be a great International Exposition; that San Francisco had been selected to act as hostess for the United States, and therefore it would be undignified to advertise it for the purpose of gaining local advantage. In his closing remarks on the last day of the Exposition, President Moore said, "I hope we will be allowed a pardonable pride in the thought that local interest has always been subordinated to our responsibility as representatives of the United States to hold a great international celebration with world purpose, for the betterment of humanity."

Holding this thought, it was easy for Mr. Moore to believe that the rest of the world would look at it in the same light, that the newspapers and magazines would respond with unlimited free publicity, and that such publicity would be enough and to spare as a means of attracting the attention and subsequent attendance of the millions of people the world at large was expected to contribute.

Then it was argued that if any money was spent for regular advertising it would require such a tremendous appropriation it would be prohibitive; that practically all of the newspapers and magazines would have to be used, or those not used would ignore the Exposition, and some of them might do worse, they might knock it.

All efforts on the part of men familiar with the power of advertising and with the lack of the fulfilling power of free publicity were unavailing. A wonderfully strong presentment for advertising, which was prepared by a joint committee of the American Newspaper Publishers' Association and the Quoin Club, was presented to the president and board of directors of the Exposition by Harry Chandler, of the Los Angeles *Times,* representing the A. N. P. A., and myself, representing the Quoin Club, but although we were given an attentive hearing then, and later by Mr. Moore personally, we were unable to change the situation, although I do think that we modified Mr. Moore's views to some extent. But we were too late, for by that time there was no money available, all the funds in sight, and then some, being required to finish the building of the Exposition, and for the publicity work and special features already planned.

So dear old "Free Publicity" was harnessed and given a brand new driver, George Hough Perry, and started out on the marathon race. And right here it must be said for George Hough Perry, who was and is an advertising man, that he got every ounce of running the old horse was capable of. I don't know how many reams, or bushels, or wagon loads of press clippings were accumulated, but there were enough, so many indeed that even to this day Mr. Moore and some of his directors think the campaign was a huge success.

WHERE FREE PUBLICITY FAILED

If the Exposition was intended to show the people west of the Rockies the wonderful advance in

art and science and business, then it was a great success, and perhaps even justified old "Free Publicity"; but if it was intended to be an invitation to the world at large, and particularly to the people of the Eastern States, they failed to respond to the call, and old "Free Publicity" proved too old to deliver the goods.

I think it may safely be stated that the people of San Francisco, who won the admiration of the world for the wonderful spontaneous enthusiasm with which they subscribed between five and six million dollars by popular subscription, did so believing that at least one million Eastern people, and many thought two millions, would be attracted to San Francisco and would see the wonderful advantages and attractions of California; and undoubtedly that was the feeling which prompted the subscription of five million dollars by the State of California and a further five million dollars by the city and county of San Francisco.

Instead of two million, or even one million people, it is estimated by railroad officials that the travel to the Expositions from east of the Rockies totaled from 300,000 to 400,000, or less than half the lowest estimate. It may be said that business conditions arising from the war had a serious effect on the attendance of the first few months, and that is undoubtedly true. But the real trouble was that the people in the East did not believe that we had a real World's Exposition. They thought that the war would prevent European countries from exhibiting. They did not know, and many of them do not know yet, that France had the best and most complete exhibit that ever left that country, or that poor little, almost-wiped-out Belgium had a splendid exhibit; the same with Italy and Japan and Canada and the others.

They knew very little about the Exposition from an advertising, salesmanship point of view, until people began to come back, with glowing, word-of-mouth reports, with real human, convincing advertising talks. The stuff furnished by old "Free Publicity" only served to create mild interest, whereas what the people needed was to be "sold" the Exposition.

There never was a better advertising story, and never one that would have yielded such quick and complete response as this one of the Panama-Pacific Exposition, and the story was never told, and the people of the East did not know, or did not believe, and therefore did not come.

THE HIGH COST OF "FREE" PUBLICITY

It is reported that the publicity department and the efforts of old "Free Publicity" footed up to the tidy sum of $400,000. Then a very considerable amount was spent on various special events, automobile races, horse races and other features aimed to increase and aid the efforts of old "Free Publicity." If the Exposition management had turned this very respectable amount of money over to one of our leading national advertising agents and dispensed entirely with its own publicity department, I venture to say with all respect to George Hough Perry, that it would have enjoyed fully as effective free publicity plus the advertising space that considerable amount of money would have purchased. And that advertising space would have doubled the Eastern attendance, and would have brought the paid attendance up to 15 millions instead of less than 13 millions.

Would it have paid? A well-planned and efficiently conducted advertising campaign of $500,000 would have produced half a million more people. This would have given at least 2,500,000 more paid attendance or over one million more gate receipts. These additional half million people would have spent at least a million dollars more inside the Exposition grounds; five or six million dollars on hotels and boarding houses; two or three hundred thousand dollars on street cars and at least twenty-five or thirty million dollars on railroad and steamship travel, besides a very large amount in the stores and restaurants and theaters, and barber shops, and in a hundred dif-

ferent ways. It certainly would have paid and paid big. The Exposition alone with the increased gate receipts and percentages from restaurants and other concessions would have been better off by one and a half or two million dollars.

No! Old "Free Publicity" failed to deliver the goods. The people of San Francisco responded as only San Franciscans can; the people of California came, nearly all of them; and the people of the entire Pacific Slope responded; but the response from east of the Rockies was inadequate when the splendor of this really wonderful Exposition is considered. The driving, compelling power of successful advertising was needed to turn mild interest into intense desire.

There will never be another big Exposition conducted without advertising. And this one would have been advertised if advertising men and publishers had gotten together in time. The work should have been started with the exhibitors, who are certainly advertisers and who were there solely and only for advertising purposes. these men, these advertisers, had been approached in time they would have seen to it that modern business methods were to be purged in creating and maintaining interest and attendance. Old "Free Publicity" would have been only an accident, the real starter would have been *Advertising,* straight-from-the-shoulder, honest, paid-for advertising.

Process of Manufacture Pictures Talking Point

The J. Spalding & Sons Company, North Rochester, N. Y., maker of fiber counters for shoes, is using in current is reproductions of photographs showing the condition of the product in various stages of manufacture, as a means of demonstrating the chief talking point, which is that the process does not break nor cut the fibers, but by keeping them long and strong, insures length and flexibility for the counter.

Whittier With "Southern Motoring"

L. A. Whittier has joined *Southern Motoring,* of Dallas, Texas, as advertising manager.

Unusual Advertising by Burroughs

The Burroughs Adding Machine Company has issued a clever mailing piece, entitled "No Evening Ledger Posting." In size of page, style of type and illustrations, cover design, etc., the eight-page folder has been made to closely resemble an issue of the *Saturday Evening Post.* This resemblance is followed even in the advertising pages, where are found the well known trade-mark and arrow of the Coca-Cola Company, with illustration and text to show the use of adding machine in the company's bookkeeping department; and also familiar looking layouts of the Rubberset Company, Champion Spark Plug Company and Daniel Green Felt Shoe Company—all showing how Burroughs' equipment is used in their offices.

The "leading article" in the folder is a story of Evinrude motors, descriptive of the growth of the business from small beginnings, and woven into it is another story of the part played by adding machines in the bill-posting department of the Evinrude company.

Strauss Will Retire from New York "Times"

Adolph S. Ochs, publisher of the New York *Times,* has announced that Samuel Strauss is about to retire from the *Times* organization, with the management of which he has been associated. It is stated that Mr. Strauss retires to give his attention to his enlarging personal affairs, which are requiring more of his time. He has been with the *Times* for three years, having been previously manager of the New York *Globe.* Prior to that he was general manager of the Des Moines, Ia., *Register and Leader.*

McKesson & Robbins' Advertising Handled Direct

The Calox and other advertising accounts of McKesson & Robbins have not changed hands, as was recently reported. They have been handled direct, as before, with occasional help from one agency or another.

Turteltaub in Trade-Paper Work

John J. Turteltaub, advertising manager of Crocker Wheeler Co., Ampere, N. J., has resigned to become manager of Eastern advertising of *Electrical Age,* New York City. This change takes place January 3.

Woodward to Represent Cleveland "Plain Dealer"

John B. Woodward, New York special newspaper representative, will handle the Eastern advertising of the Cleveland, Ohio, *Plain Dealer* after January first.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $60; half page, $30; quarter page, $15; one inch, $4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, DECEMBER 23, 1915

Sympathy a Keynote in Dealer Relations

We hear and read a lot these days about plans for winning the active support of dealers. In the series of articles on this subject which have been running in PRINTERS' INK over 90 advertisers have described the methods they are using to secure dealer co-operation. A count of the cards in PRINTERS' INK's research department shows that over 340 articles have appeared on this subject in the last four years alone. This is not surprising, for it is a vital matter indeed, and upon the manufacturers' dealer policy largely depends the future of his business. But for all these plans and methods, the advertisers that are getting wholehearted dealer support can be counted on the fingers of two hands.

True, dealers are using more and more of the advertising helps furnished them by manufacturers. They are co-operating more than ever in the way of local advertising to tie up with a national campaign. Their old-time antagonism to advertised brands seems to be rapidly disappearing. But these things do not measure real co-operation, any more than a man's attendance at church is a measure of his Christianity. They merely indicate that the dealer realizes the quick-selling qualities of advertised products and his conversion to the quick turnover method of doing business. The test is, how many of these dealers will go out of their way to talk your line; how many are real enthusiastic booster for you?

A few weeks ago a Chariton, Iowa, clothier stood up before the Advertising Association of Chicago and related instance after instance to prove that Hart, Schaffner & Marx clothing is par excellence. Nothing that was said about the methods of other firms could shake his enthusiasm for these clothes. He radiated confidence in the line and the house. And the tribute was spontaneous. There was no reason so far as the subject of his talk was concerned, for bringing the name of that advertiser into the discussion at all. He simply couldn't hold back his enthusiasm. Can you imagine the good-will value of several thousand merchants similarly enthused over your line and policies?

The support of Hart, Schaffner & Marx by Mr. Larimer, the Chariton merchant, typifies the only really worth-while brand of co-operation. It means far more than displaying a few store cards or using a few inches of local newspaper advertising. It means lasting and permanent success for the business, and is an assurance of success for any campaign that this company may launch. But it cannot be brought about by a few clever circulars or an occasional form letter. It calls for a deep rooted dealer *policy* founded on understanding and sympathy for the dealer. This affects not only the attitude of the advertising department toward the trade, but such things as the margin of profit to be allowed the dealer as well.

The trouble with too many dealer policies to-day is that they are framed with an eye to tomorrow's results, rather than a consideration of their value to the advertiser ten years from now. They remind one for all the world of the advertiser who gauges the success of his advertising by a few inquiries or an occasional sale. There is only one formula for getting the whole-hearted support of your dealers, and that is to convince them by action as well as words that your aim is to win success by making them successful. And you can't do that unless you understand and sympathize with the dealer and his problems.

Misleading Editorials on Advertising

When the editor of the daily newspaper comments upon the reversion of China to the imperial form of government, or discourses concerning the overcoming of static interference in wireless telephony, we are inclined to pardon slight inaccuracy of statement. The sources of information are far removed from the newspaper office, and competent authorities to whom the editor may turn for confirmation are not available at a moment's notice. But when the editor takes it upon himself to discuss a subject which is intimately connected with his own business, he ought at least to know what he is talking about. In writing about advertising, even the busiest newspaper editor should be expected to have his facts straight.

It ought to be a simple matter to send a copy-boy down to the paper's advertising manager with a galley proof of a proposed editorial and the request that it be verified as to matters of fact. It would not be so terribly difficult to get the advertising manager on the other end of a telephone wire and to ask him what the facts really are. Yet in too many instances we are forced to read editorial utterances on advertising subjects which bear evidence that no such precautions have been taken. The editor has written "out of his head"—with a result that is often entirely misleading.

For example, one of the editorial writers in the New York *Times* the other day laid down some general conclusions as to the merits of the fraudulent advertising bill which Representative Adamson is to introduce in Congress. With the editor's conclusions we are altogether in accord, but the facts upon which his opinion was based are sadly twisted. Thus, we read:

"He [Mr. Adamson] will have the approval of all honest people, but one notices that he felt obliged, *as has everybody else who undertook the same task,* to recognize the fact that an advertisement may be unintentionally inaccurate and deceptive, and therefore he added to his bill the saving clause, 'with intention to cheat and defraud.'"

Now the *Times* is a representative newspaper, and under the same roof with that editor was an advertising man in the person of Louis Wiley who could have told him that by no means "everybody" has found it necessary to emasculate fraudulent advertising laws with "saving clauses." The able and energetic Mr. Wiley could doubtless have informed his editor that no less than thirteen States have fraudulent advertising laws which do not make it necessary to prove that the advertiser really meant to cheat somebody. Colorado, Idaho, Kansas, Louisiana, Minnesota, Missouri, Nebraska, New Jersey, North Dakota, Ohio, Rhode Island and Washington have enacted the PRINTERS' INK Model Statute. West Virginia has passed it with an amendment which makes it more rather than less drastic. The constitutionality of the law has been upheld, under attack, in Minnesota and Ohio. The Boston Chamber of Commerce, in an investigation lasting upwards of a year, has found that the Model Statute does act as a deterrent of fraudulent advertising, and gives it unqualified endorsement. It is absurd to talk

about the necessity for a "saving clause" in the face of such evidence.

In short, it ought to be easy enough for an editor to build his advertising opinions upon the facts, particularly when the facts are commonly to be had without the necessity of going outside his own shop for them. We expect —and forgive—a certain amount of inaccuracy in dealing with remote subjects, but an editor ought at least to be an authority upon that which vitally concerns his own business.

The Importance of Market Knowledge

Some years ago we chanced to see a letter which had been written by the president of a certain prominent concern to his general manager. The concern had just begun to advertise, and the letter referred to the advertising manager, who had been in charge only a few months. "We hired Mr. ——," wrote the president, "to *write copy,* and I want you to see that he does write copy. I am not at all satisfied with his output in comparison with the salary we are paying. I notice that he has been away from the plant just about half of the time when he should have been on the job. Please see that he is at his desk during business hours, and that he turns out the work we are paying for."

At the lengthy conference which followed the advertising manager was finally able to convince the president that it was not possible to sit at a desk and interpret the policies of the company and the value of its goods to a wholly imaginary audience. He was able to show that a necessary precedent to good copy was a knowledge of the market and a sympathy with the viewpoint of those to whom the copy was to be addressed. Such knowledge cannot be absorbed from the four walls of a private office. A study of the market at first hand is a prime essential to any successful advertising campaign.

Almost anybody—generally speaking—can sit in an upholstered chair and write copy. The veriest tyro, with the ink scarcely dry on his correspondence-school diploma, can grind out yards of phrases, and can gabble about attention value, psychological tests, and so on. But so long as the market remains a mere hypothesis, the one convincing test of results is likely to prove the campaign a failure.

The business man who is used to basing salaries upon the quantity of output is quite likely to regard the time spent in market study as a waste, yet the work must be done if his advertising appeal is to be effective. It is the same problem which faces the editor of any substantial publication, and we are indebted to E. T. Meredith, publisher of *Successful Farming,* Des Moines, for an unusually clear statement of the case. In a booklet entitled "The Opportunities and Responsibilities of a Farm Paper Editor," we find the following:

"The greater and more intimate the knowledge which an editor possesses concerning his readers, the more direct and effective can he make his appeal and the more nearly can he provide them with articles which will prove interesting and helpful to them."

In the foregoing it is possible to read "advertising man" for "editor" without radically changing the force of the statement. It will profit the advertiser little to obtain an "output" of advertising matter which does not fit the needs—or for that matter, the preferences—of those to whom it is addressed. There are many things which an advertiser may make shift to get along without, but market knowledge is not one of them.

Charles H. Post Leaves Devoe

Charles H. Post recently resigned as advertising manager of the F. W. Devoe and C. T. Raynolds Company, manufacturer of paints, after a service of 18 years. Mr. Post broke down in health following a strong campaign in Cuba last spring. For a time W. H. Philips, the manager, will take over charge of the advertising. Mr. Post has travelled many thousands of miles having visited almost every newspaper office from St. John's, Newfoundland, on the north to Panama on the south.

The Winnipeg Telegram's Circulation Stands the Acid Test

The A.B.C., After a Most Searching Inquiry Verifies, Approximately, Ronald Griggs & Co.'s Figures.

A TRIUMPH FOR CLEAN, HONEST, BUSINESS METHODS

The auditor of the Audit Bureau of Circulations spent several weeks in Winnipeg this fall making an examination and audit of the circulations of the three daily papers. The inquiry covered the first six months of 1915. The A. B. C. figures practically confirm the monthly audits of The Telegram's circulation made by a local firm of chartered accountants, and published from time to time in that paper.

When The Telegram discontinued its early morning edition in January, a local firm of chartered accountants, Messrs. Ronald, Griggs & Co., were engaged to make an audit of the circulation records each month and issue a certificate. On their finding the advertisers were given a pro rata rate each month. This policy was deemed fair and honest by all advertisers, local and foreign, but exception was taken to it by a local newspaper competitor.

Ronald, Griggs & Co. gave The Telegram a daily average for the first half of the year of **41,963.** The Audit Bureau of Circulations' experts verify, approximately, these figures. They show that the daily average circulation of the afternoon editions of The Telegram, exclusively, for this period was **39,417** copies; or, including the paid circulation of the early morning edition for that part of the half-year before it was discontinued (and which is included in the Ronald, Griggs & Co.'s audit) a daily average of **41,160.** The difference in the two audits of 803 copies, a negligible difference in comparison with the general total, is explained by the different methods of computation employed by the two sets of auditors.

Circulations of the three Winnipeg afternoon dailies for the first 6 months 1915:

The Winnipeg Telegram	**41,160**
The second paper	**38,109**
The third paper	**30,040**

In a nutshell, based on the test of circulation alone, The Winnipeg Telegram is the **quality** newspaper of Winnipeg, as it is in point of fact. In editorial and news features, The Telegram stands head and shoulders above its competitors. The Telegram dominates the afternoon newspaper situation and has **the largest evening circulation of any daily published west of Toronto.**

Daily Average for Six Months when evening paper only was published (April, May, June, July, August and September)

41,013—Net Paid 39,806

BRANCH OFFICES:

J. B. RATHBONE
95 King St., East, Toronto

VERREE & CONKLIN
Brunswick Building, 225 Fifth Ave., New York

I. S. WALLIS & SON
1246 First National Bank Building, Chicago

LEDGER, SONS & CO.
St. Mary's Chambers, 14 St. Mary Axe., London E. C., England.

To Guard Trade Here After the War

Protection of American industries, after the war, from unfair foreign competition forms a considerable part of the annual report of William C. Redfield, Secretary of Commerce. He recommends that the matter be dealt with by a method other than tariffs, classing it as an offense similar to unfair domestic competition that is now forbidden.

"It seems possible," the report reads, "that by using the existing machinery of the Treasury Department and Department of Justice we may restrain this foreign 'unfair competition' on both sides of the sea.

"I recommend, therefore, that such legislation be enacted as will give to the foreign representatives of the above-named departments such added powers and increased personnel as they may need for this purpose, and that it be enacted if possible that merchandise sold in 'unfair competition' or under circumstances which tend to create a monopoly in behalf of the foreign producer in American markets shall be forfeited.

"I also recommend that legislation supplemental to the Clayton Anti-trust Act be enacted which shall make it unlawful to sell or purchase articles of foreign origin or manufacture where the prices to be paid are materially below the current rates for such articles in the country of production or from which shipment is made, in case such prices substantially lessen competition on the part of the American producers or tend to create a monopoly in American markets in favor of the foreign producer, and that it be made unlawful for any person to buy, sell, or contract for the sale of articles of foreign origin, or to fix a price for same or to make a rebate upon such price, conditioned upon the purchaser thereof not using or dealing in wares produced or sold by the competitors of the manufacturer or seller, where the effect is to substantially lessen competition in the product in the United States of such articles, or tends to create a monopoly in the sale of such articles in American markets in favor of a foreign producer."

Co-operation of business concerns in foreign trade is suggested to permit admission of the smaller tradesmen into that field of activity.

"The present law plays into the hands of the larger concerns and shuts out small ones from important markets," the Secretary said. "Provision should be made whereby such concerns may, with due safeguards against monopoly, co-operate in the foreign field. To refuse this for fear of monopoly is to say that the large concerns shall alone hold the lucrative foreign markets and that the far larger number of smaller houses shall be shut out. The whole matter should be placed under the supervision of the Federal Trade Commission and should be subject to full publicity. It is not intended that this co-operation shall extend into the domestic field."

Walter C. Kimball, Inc., publishers' representative, has been appointed Eastern advertising representative of *Keith's Magazine.*

What Advertisers Invest in National Mediums

The feature of the annual meeting of the Quoin Club, the National Periodical Association, held in New York December 17, was the address of President Hammesfahr, in which he gave interesting data on the periodical publishing business as a whole.

Among other things he said: "The periodical publishing business is closing the year with an excellent record. In the last six months of 1915 there has been an increase in periodical advertising each month over the corresponding period of 1914 and in the last three months each class of periodicals—general, women's class and weeklies—has gained over those months of 1914, as shown by the tables in PRINTERS' INK.

It gives you a clear idea of the extent of the periodical publishing business to know that during 1915 90 American periodicals have had a circulation of over 45,000,000 copies each month, representing a total sale of weekly and monthly periodicals of over 540,000,000 copies a year, and turning from figures which show the extent of appreciation by magazine readers, it is equally interesting to us to know that in those same 90 periodicals the advertisers of this country invested in advertising to the amount, approximately, of $34,416,479.

The great circulation of our periodicals indicates a large amount of money spent by the American people for their magazines, too. In this case we have data covering 131 periodicals of 12 different classifications and we figure that the amount of money spent by readers for them is $50,469,500. This will help to answer the question which the Quoin Club has received frequently this year as to how much money advertisers invest in periodical advertising. Our figures are for 90 periodicals now, but we are compiling and hope to keep up what will become known as 'the Quoin Club list of 100 typical American periodicals.' This will give a real idea of the extent of periodical advertising which has not been available before. I believe that advertisers are now investing in the periodicals of this country no less than $35,000,000 a year in their selling work."

The following officers were elected: President, C. Henry Hathaway, advertising manager, *Good Housekeeping;* vice-president, Don M. Parker, advertising manager, *Century* and *St. Nicholas;* secretary, Luther D. Fernald, advertising manager, *Leslie's Weekly* and *Judge;* treasurer, William J. Neal, advertising manager *World's Work, Country Life in America* and *Garden Magazine.* These officers with the following form the executive commitee: Frank C. Hoyt, treasurer *The Outlook;* Charles D. Spalding, vice-president and advertising manager *McCall's Magazine;* George D. Buckley, advertising manager *Woman's Home Companion;* Carroll B. Merritt, advertising manager *Scribner's Magazine,* and A. C. G. Hammesfahr, advertising manager *Collier's Weekly.* Edgar G. Criswell continues as executive manager.

INTERNATIONAL
NEWS SERVICE

wishes the

Newspapers of America

a

MERRY CHRISTMAS

and a

Prosperous and

HAPPY NEW YEAR.

The Little Schoolmaster's Classroom

THERE is a very interesting theory, which finds supporters every now and again to the effect that advertising is really a bad thing because it leads people to want so many things they cannot afford. It goes upon the assumption that the human race would be better off with fewer unsatisfied desires, and in a simpler state of existence. Maybe so. It is one of the easiest things imaginable to invent a condition under which the human race would be happier, or healthier, and then go ahead and build a theory on it. By that method you can trace the ills of the human race back to its habit of riding instead of walking, its tendency to wear too many clothes in winter, its departure from a strictly vegetarian diet, its insistence upon living in houses instead of trees, or anything else you may happen not to fancy. The Schoolmaster remembers a time when the imperfections of society were traced straight back to the corset, and lecture platforms all over the country rang with its denunciation. The great beauty of all those theories lies in the fact that nobody can prove the contrary, and anybody who wishes to believe that the race would be better off if advertising had never been invented is entitled to do so. But if he is thoroughly consistent he will have to go still farther back, and abolish all the means of transferring intelligence from one individual to another. Then we should have a really primitive state of society, in which all could be happy.

* * *

There is, however, one count in the indictment against advertising which contains some glimmerings of reason. That is the accusation that advertising gives false values to many things. It is nothing to get excited over, and we can only smile at the deadly seriousness with which it is sometimes advanced by our amateur sociologists. But it is true just the same, and while it doesn't harm the human race to any marked extent it does tend to hurt advertising. The advertisement which attempts to establish a false value makes it a little harder for every other advertiser to make his copy carry conviction.

* * *

For example, the Schoolmaster has before him an automobile ad which is obviously intended to suggest an atmosphere of quality. In the illustration a covered car is shown, drawn up to the curb in an ultra-fashionable neighborhood, and milady is just about to take flight for a round of calls on the aristocracy. At the steering wheel sits the liveried chauffeur, and a flunkey, resplendent in frogged and belted top-coat and puttees, stands expectant. Milady will shortly put the latter gentleman to the inconvenience of opening the door and tucking her in with the luxurious lap-robe which he carries neatly folded over his left arm. Then he will take his place on the front seat beside the majestic pilot, and whisper the august destination of the proud possessor of so much magnificence. The Schoolmaster was quite overawed by the picture until his eye happened to light upon the price of the car. And for the life of him he couldn't imagine milady driving up to the front entrance of the Blitz-Marlborough with two uniformed flunkies—in a $1,035 automobile. Having some little knowledge of the cost of liveries for chauffeurs and footmen, to say nothing about their wages and the numerous appurtenances which go with an establishment of that character, the Schoolmaster opines that milady's pilgrimage would occasion no little amusement.

* * *

Now there is nothing so terribly distressing about that sort of advertising copy. But it gives the opponents of advertising a convenient peg to hang an argument on because it is essentially a false suggestion of value. And what

The Result of Intimate Acquaintance

Every subscriber to GOOD HEALTH is unusually susceptible to the influence of advertising. We know this because every subscriber we have has been secured *as the direct result of advertising.* Further than this—as the direct result of advertising in GOOD HEALTH, we are constantly selling large quantities of books to our subscribers. And still further—as the direct result of advertising in GOOD HEALTH, other concerns are constantly selling to our subscribers large quantities of foods, equipment and other supplies.

These are only a few of the proofs I can produce that GOOD HEALTH is a *result producer*—that there is no *"waste"* in its circulation for the advertising of a high-class proposition. Will you give me a chance to tell you the rest of the facts, Mr. Mail-Order Advertiser?

J. Dwight Brewer
Advertising Manager

GOOD HEALTH

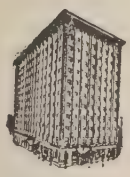
1812 W. Main St.
Battle Creek, Mich.

DEVOE FRESCO COLORS
IN UNIFORM SIZE GLASS JARS

Particularly adapted to Poster and Flat Wash Work.
A full line of all kinds of

ARTISTS' MATERIALS

F. W. DEVOE & C. T. RAYNOLDS COMPANY
101 FULTON STREET, NEW YORK



BUFFALO
450 Rooms 450 Baths

DETROIT
800 Rooms 800 Baths

CLEVELAND
700 Rooms 700 Baths

Mr. Sales Manager

DOES your "hotel list" specify Hotels Statler in Buffalo, Cleveland and Detroit? If not, please consider these facts:

We specialize in providing the very things that the traveling man wants to buy—comfort; convenience; a dependable business man's service, which is as perfect in the matter of mail, telegrams, calls, etc., as we can make a humanly-rendered service, and which is always courteous and gracious; convenient locations; great variety of accommodations; local reputations as "the best hotel" in each city, etc.

And we do unquestionably give every guest more for his money, whether he spends $1.50 or $20 a day.

HOTELS STATLER
BUFFALO - CLEVELAND - DETROIT

In Selling Merchandise—

Slides for Moving Picture Theatres are an important factor

Lehn & Fink, the well-known drug house, find it very effective to use advertising slides, made by Excelsior, to help their campaign along.

And, similarly, in the clothing field, Excelsior slides help sell Benjamin Clothes; in Corsets, the C/B; in Candy, the famous Huyler's; in Hats, the Knox; in Silverware, Gorham, etc., etc.

They all consider slides—Excelsior slides—a strong link in their merchandising plans.

Ask us for sample, prices, etc.

The Excelsior Illustrating Co., Inc.
219 Sixth Avenue New York

Wanted—

A position where an unusually broad advertising and sales experience will count.

Field and organization work and the planning and directing of demonstrations and sales promotion campaigns a specialty.

Experienced in Premium Department work, in estimating and selling high-grade Printing, and in the managing of an Advertising Agency. Thoroughly acquainted with Agency work in all its branches.

Wide knowledge of business conditions and of business men throughout the country gained in eight years of laying out and conducting sales promotion campaigns, and in traveling, in the interest of clients, organizing demonstrations and investigating trade conditions in practically every city of importance in the country.

Present field too limited to show satisfactory results. Looking for more work and more opportunity.

Address "E. D. L." Box 376
c/o PRINTERS' INK

more important to the advertising fraternity, it makes it harder to persuade the public to take advertising seriously. When the manufacturer of a really high-priced automobile comes along, he is forced to fall back upon understatement of values in self-defense. And the public simply refuses to take advertised claims at face-value because they do not represent real values at all.

* * *

Another example of the same sort of thing is to be found in the tobacco advertisements which represent the carefully dressed habitués of the Metropolitan Opera House—or resorts of equal social standing—"rolling their own" from a five-cent sack which dangles by the draw-string. The Schoolmaster does not receive invitations to all of the select functions of the upper ten, but he has observed quite frequently from the middle-distance, and he is very positive that the gentleman who attempted to sugar with Bull Durham the red plush carpet of the Metropolitan Grand Tier would be tapped on the shoulder by an usher without much ceremony. And as for the Diplomatic Corps, it may be quite possible that some of the distinguished Ambassadors to Washington smoke bull-dog pipes in private. But to ask one to believe that they appear in full-dress uniform at a White House reception with teeth clenched on a briar is a slight tax on the credulity even of Oskaloosa or Kalamazoo. Of course "nobody takes it seriously"—and that is just exactly what is wrong with it. Do we want the public to take us seriously? We do, of course, or we wouldn't be investing part of our earnings in building public good will. Why then give the public advice which it cannot take seriously? Why give advice which would make one who followed it utterly ridiculous? The trouble is that the insincerity of one piece of copy is likely to spread, and give added force to the depreciatory remark: "Only an advertisement."

* * *

One of the Schoolmaster's friends who has acquired not a

little reputation as a cynic was in the office the other day, and the conversation turned upon the increase in theatrical advertising. As usual, the cynic was ready with the cold shower. "Forget it," he remarked. "They've had a rotten season, and they've got a bunch of rotten shows. As soon as things brighten up they'll go back to the standing card in the newspapers, and the corner drug store will get two matinee tickets for sticking a poster in the window. They have fed at the trough of free publicity too long to fancy the idea of paying real money for advertising."

Be that as it may, the Schoolmaster is inclined to believe that the theatrical managers' conversion is likely to prove permanent. Necessity may have had something to do with it in the first place, but having given advertising a real trial, they are hardly likely to give it up. In New York at least, the theatrical paper on the billboards is not only more plentiful, but it is much better artistically than at any time within the Schoolmaster's remembrance. And in the newspapers it is getting to be the common thing to see two- and three-column ads devoted to the merits of some play. "We advertise because we have something well worth advertising," is the way one manager puts it in italics at the foot of a four-column display. Which, when you come to think about it, is one of the best reasons there is.

* * *

The head of the copy department of a prominent agency was called on the carpet to explain why his men kept such irregular office-hours. The copy chief was ready with his answer.

"It's this way," he said, "they're *copy* men. They do not run their mental machinery on a factory schedule. Some of their best ideas come to them in the middle of the night, or at lunch, or riding down to business in the morning. You can't hold creative men to stringent office hours."

And the Big Boss saw the logic and closed the discussion, satisfied, it is said. But for that mat-

Personal Counsel

by one who knows from actual experience most phases of the advertising and sales problems back of marketing advertised products on the Pacific Slope, is at your disposal for the next few weeks.

Geo. H. Eberhard
will get mail addressed to him
c/o Printers' Ink
New York City

The Geo. F. Eberhard Company
SAN FRANCISCO
LOS ANGELES SEATTLE

If You Want to Reach the Motor Car Owner Use the

AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

PAUL BROWN
COMMERCIAL ARTIST
61 WASHINGTON AVE.,
GARDEN CITY, L.I.
N.Y. PHONE 6120 RIVERSIDE.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

Sales Manager, Secretary or Accountant

American, reliable, experienced, age 40, now employed, desires opportunity as sales manager, secretary, or accountant. Modest salary where chance for advancement. Sales manager and banking experience. Satisfactory references furnished. Address Box 191, Lansing, Michigan.

"Selling Services" For Sale

Successful sales experience with the biggest house in its field; education, personality, enthusiasm, youth, and more than ordinary selling sense are at your disposal—are you interested? At your disposal after January 1st. Interviews now.

"L. H." Box 377, care of Printers' Ink

DRAWINGS WITH A PUNCH!

Deal direct with the artist for results.

Send for free sample proofs

R. DIEGER,
2016 ALLEN AVE.,
ST. LOUIS, MO.

A Handy Desk Aid

A PRINTERS' INK binder is a great saver of time. No "hide and seek" for the issue you want, if you have put it in the binder.

55 Cents each postpaid. Simple—neat.

PRINTERS' INK PUBLISHING CO.,
12 West 31st Street New York

ter, no good business man runs on a "factory schedule." The president, the sales manager and the second-assistant treasurer do a bit of thinking out of office hours, too, but being sensible business men they are not too proud to conform to sensible office rules.

* * *

A State Street (Chicago) clothier recently displayed this sign in his window:

Our Styles are Copied
but
a Copy is Seldom as Good
as the Original

The Schoolmaster wonders who did the copying!

* * *

A friend of the Schoolmaster's suggests that the heavy steel door of the Advertising "Cannery" be swung open to admit the "mister" thing. He contends that individuals are tired of being addressed collectively as "Mr. Dealer," "Mr. Manufacturer," "Mr. Business Man," etc.

What does the Class think?

Stevens Bill Reintroduced in the House

Congressman William B. Ayres, of Kansas, reintroduced the Stevens Bill in the House, December 14, without change or amendment. According to the Fair Trade League, 165 members of the House and approximately a like proportion of the Senate have pledged their support of the Bill.

for 1916—EFFICIENCY MAN

Harvard man, thoroughly experienced in publishing—make-up, copy-writing, printing, up-to-date advertising methods—wants position with a book or music publishing house. Can make himself valuable. "E. M.," Box 378, Printers' Ink.

"GIBBONS Knows CANADA"

Every Advertiser in This Country Should "Cash In" on the Marvelous Growth and Prosperity of

BRIDGEPORT, CONN.

(THE ESSEN OF AMERICA)

Payrolls big; money circulating freely; ADVERTISING BRINGING REAL RESULTS—HERE! Be sure your goods are on sale in Bridgeport, the best advertised city in the United States and the prosperity center of America.

Expansion of industries, growth and increase in every kind of business in Bridgeport unparalleled in history.

The 1910 census credited Bridgeport with 110,000 population; conservative estimate shows 50% increase right now, with every train bringing more.

Large industries are operating 24 hours a day, continuously, over 15,000 skilled mechanics working night shifts.

The theatres stay open mornings to accommodate night workers and are obliged to turn people away at all other regular performances.

Place your product before this prosperous community by advertising in the

BRIDGEPORT

POST

AND

TELEGRAM

Members of A. B. C.

30,000 Circulation Daily

Circulation greater than any other publication in Conn.

THE POST PUBLISHING COMPANY
Bridgeport, Conn.

Julius Mathews, Representative, 1 Beacon St., Boston
171 Madison Avenue, New York

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

FEMALE HELP WANTED

A good stenographer with secretarial experience and a knowledge of the routine work of an adv. department. High class magazine, $14. Box 902, c/o P. I.

FOR SALE

Electrotype plant, doing a good business, splendid opportunity. Address Drawer U, New Haven, Conn.

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners have consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

Advertising Solicitor—New York City and New England. State age, education, experience, references and record of business closed. Excellent opportunity for right man. Box 904, c/o P. I.

WANTED—Young man to take charge of and push vigorously the Subscription and Want Ad Departments of the **SHOE AND LEATHER REPORTER** and **THE SHOE RETAILER**, Boston—a good opportunity for a vigorous worker. Address F. F. Cutler, 166 Essex St., Boston.

Young man for advertising department of a Newark corset manufacturer, must have a working knowledge of the fundamentals of advertising—able to take charge of correspondence and detail—prepare newspaper copy for customers, follow-up list, etc. Prefer college man desiring to make a place for himself with a growing concern. Moderate salary at start. Address Opportunity, 805 Union Building, Newark, N. J.

POSITION WANTED

I WILL START AT $3,000 TO direct your publicity, Mr. Manufacturer. Eight years' experience; for past two years adv. mgr. large industrial concern. Box 901, care Printers' Ink.

EXPERIENCED ADVERTISING manager desires position with manufacturing concern; university graduate, age 28; also general business experience. Box 900, care Printers' Ink.

"Want Ad" Department Manager, more than 12 years experience (6 years success in present connection) open for offer from paper with 50,000 or more circulation. Good references. Box 898, c/o P. I.

ADVERTISING WOMAN wishes connection for part time. Experience as assistant editor and department store copy-writer. Address L. E. Carson, 142 E. 18th Street, New York City.

Adv. Mgr. of class rarely seeking position, open to apply to your business the proven ideas and plans that broke sales records for several large concerns during his 14 years' experience. Box 899, P. I.

ADVERTISING AND SALES MANAGER

Thoroughly experienced in all branches. Practical knowledge gained through association with publisher, advertising agency and manufacturer. Sales promotion and publicity campaigns managed successfully. N. L. M., c/o P. I.

WOMAN OF OUT-OF-ORDINARY advertising, publicity and promotion experience. Began as secretary to advertising counselor; has been demonstrator, writer, editor house organs, press agent, advertising manager, dealer campaigns. Has initiative and ideas. Who needs the woman point of view in his advertising? Will go anywhere. Box 903, P. I.

PUBLISHING BUSINESS OPPORTUNITIES

We know of a publishing business in New York which is making rapid growth, which can be bought at a reasonable price. It would take $25,000 cash, the remainder could be paid over a period of years, and the owner would give his influence in handling the business. Harris-Dibble Co., 171 Madison Ave., N. Y.

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Burlington, Ia., Hawk-Eye. Av. 1914, daily 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1915, 70,116; Sunday, 51,365. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. **Telegram, 14,130.**

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday **61,947;** daily, **80,176.** For Nov., 1915, **74,071 daily; 65,432 Sunday.** The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dolars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, **20,021.**

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. **Largest** evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, **127,055** gross. 75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily **Tribune, 109,957; Sunday Tribune 155,144.**

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, **123,373.**

Camden, N. J., Daily Courier. Daily average circulation for 1914, **11,014.**

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; **Enquirer,** ev., **47,556.**

Schenectady, N. Y., Gazette, daily. A. N. Diecty. Actual average for 1914, **23,017.**

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., **155,342.** For Nov., 1915, **134,848** daily; Sun., **167,599.**

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, **12,505.** In its 43rd year. independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, **19,130.**

York, Pa. Dispatch and Daily. Average for 1914, **20,322.** Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (⊙⊙) **Sun., 33,018.** (⊙⊙) **The Evening Bulletin,** 48,772 ave. net paid for '14.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, **7,579.**

Bakers' Helper (⊙⊙) **Chicago.** Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (⊙⊙) Only French daily among **75,000** French pop.

Brooklyn, N. Y., Eagle (⊙⊙) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (⊙⊙) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (⊙⊙) **has** the largest cir. of any tech. paper in the world.

THE PITTSBURG
(⊙⊙) DISPATCH (⊙⊙)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (⊙⊙) only morning paper among **600,000 people.** "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (⊙⊙) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both **quality** and **quantity** tests. Daily, over **64,000;** Sunday, over **98,000;** weekly, over **96,000.**

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, **19,414.**

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, **116,791** more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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ADVERTISING RATES—Display

(Effective January 1, 1916)

$150 double page, $75 a page, $37.50 half page, $18.75 quarter page
Smaller space 40c per agate line—Minimum, one inch

PREFERRED POSITIONS

Second Cover	**$90**	Pages 7, 9, 11 or 13	**$75**
Page 5	**100**	Standard Double Spread	**180**

Almost a Million Lines

The exceptional efficiency of The Chicago Tribune as a medium for *Automobile Advertising* can perhaps be best attested by the fact that in the first eleven months of this year—from January 1st to November 30th—The Tribune carried *981,606 lines of Automobile Advertising.*

And this huge volume of advertising assumes further importance from the fact that it is *79% greater than the volume of Automobile Advertising carried by any other Chicago paper during the same period.*

In the buying of advertising space, advertisers are sometimes influenced by sentiment or friendship or personal bias, but in the main they spend their advertising appropriations where they will secure the *largest returns.*

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday / 300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIII — NEW YORK, DECEMBER 30, 1915 — No. 13

Things Are Humming in Jersey

Everything hums in New Jersey. Yes, in much-maligned Jersey—Jersey the butt of the slap-stick comedian's jokes in New York and Philadelphia playhouses from time immemorial. One might well be led to believe that Jersey is a good place to sleep in—merely this and nothing more. And it is a good place. Witness the exodus of Jersey-bound commuters from New York and Philadelphia by tube and ferry boat every work-day along around sundown.

Nevertheless, Jersey is wide-awake. Atlantic City's teeming boardwalk, her brilliantly illuminated hotels and piers, her flashing electric signs are proof positive of that. So are Hoboken's docks, Newark's, Jersey City's, Trenton's and New Brunswick's smoke-belching chimneys, Princeton's stadium when Bulldog and Tiger grapple, Pennsgrove's populace just after the paymaster's visit to her vast powder plants. There's nothing somnolent about Jersey. She may be small in area, but she is doing big things, in producing big men. The President of the United States, though not born in New Jersey, has been for so long a time a resident of that State and her foremost educator and statesman that she may rightfully claim him. That great American inventor, scientist and world-benefactor, Thomas A. Edison, perhaps the most remarkable man of his time, whose achievements are veritable wizardry, carries on his indefatigable labors at East Orange, close by his enormous plant.

Come to Philadelphia, to the topmost floors of her skyscrapers in lower Chestnut Street. Turn your eyes to the East in true Mohammedan fashion and behold, not Mecca, but Camden, the farthest-famed city of its size in America. Camden's soups are on millions of dinner tables every day. Camden's ships plough the

(*The Ayer & Son advertisement is continued on page 42*)

The Element of Time

A few months ago there came a sudden change in conditions.

Almost over night business changed from bad to good.

Very few houses were so organized as to be able to institute a sales campaign to take immediate advantage of such a change *on a national basis.*

But every manufacturer could start in a state or section and expand as his *manufacturing* and selling conditions warranted expansion.

* * *

That is one of the big features of Standard Farm Papers.

They are *natural* state or class mediums.

Editorially they deal with the problems of a certain class of farmers or a certain section of the country.

And the Standard Farm Paper appeals so sharply to its chosen class that in many cases one out of every two or three farmers in a given section subscribes.

* * *

This is the time to start business building.

Start anywhere. Time is a big factor. The manufacturer who "waits" until he can *start everywhere* is likely never to start at all.

OF KNOWN VALUE
STANDARD
FARM PAPERS

TRADE-MARK OF QUALITY

STANDARD
FARM PAPERS

ARE
FARM PAPERS OF KNOWN VALUE

Wallaces' Farmer
Kansas Farmer
Progressive Farmer, Birmingham
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman

WALLACE C. RICHARDSON, INC.,
Eastern Representatives.
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

PRINTERS' INK
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.
VOL. XCIII NEW YORK, DECEMBER 30, 1915 No. 13

Inside Story of House Selling on Price Appeal Alone

Picturesque Description of What Happens When the Good-Will Element Is Lacking

[EDITORIAL NOTE: The following experience story is true. For obvious reasons the name of the concern is disguised, but otherwise the facts are as given. The concern is one of the best known among Eastern shoe manufacturers. Its constantly increasing struggle to maintain its precarious hold upon a large volume of business by underselling its competitors has been closely observed by the trade for several years.]

THREE representative salesmen of a big Eastern shoe house called on me last week. They wanted me to help them get another job.

The same thing has happened every six months (at the end of each season) for the past five years, except that at first they came in larger numbers, sometimes a dozen or more.

These men came to me, in confidence, for advice and help because I had formerly been their sales manager.

They came without encouragement on my part, and, somewhat to my surprise, they seemed to know that I would understand their point of view and help them if I could.

The burden of their complaint was—too hard work, too little money and no future prospects; mainly the latter, because they are good salesman and have proved their ability as well as their willingness and capacity for work.

Although my former relations with these men were friendly and even sympathetic, I felt in my heart that they would be justified in a much different attitude toward me, for it was I who had induced them to make an unprofitable investment of their time and ability.

However, they had dug beneath the surface and found the fundamental cause of their misfortune.

WHY THESE MEN WERE DISSATISFIED

Their house was not backing them up. It was behind them, true, but to drive, not to help them.

Moreover, strange as it may seem, they said that the house, instead of making it easier for them to get business, was actually making it harder.

These men had the right idea. They didn't understand all the whys and wherefores, but they had sensed a big weakness that existed somewhere in the selling policy of their house.

That was enough for them. They wanted to get out.

It was an old story to me. I knew all about it. I had fought that weakness for six years and it had finally beaten me, as it had scores of other men, not only salesmen but good men in nearly every department of the business.

One of two things invariably happened to every man who worked for that concern in an executive capacity, or in any capacity that required judgment or initiative.

Either his job got on his nerves and he quit, or he got on the company's nerves and was fired.

Of course, there were some of these men who deserved dismissal and no doubt most of them had served their usefulness *in that*

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business because they had got out of harmony with the methods of the organization.

But that is not the point—they never had a chance against the influence of that underlying weakness of the institution. It was bound to get them sooner or later, and it did get them all, except—yes, there are a few exceptions, but they are all relatives of the boss and they don't really count. In fact, most of them ought to go, also, for the good of the business.

So it goes in that house and so it has gone for ten years to my certain knowledge; constant changes and upheavals—always building up, only to tear down.

THE WEAKNESS IS ONE OF SELLING

You ask why? The reasons? There are various contributing reasons that appear on the surface, but they all spring from the same source—what I call the big weakness.

That weakness lies where you would least expect to find it—in the mind of the boss—and not because he is a fool, a crank, or a tyrant, but simply because he has the wrong viewpoint of selling.

And this viewpoint of the boss has found expression in an uncompromising effort to market his product on the appeal of price alone.

Big men sometimes attempt to do big things without counting the cost. Success in one field of endeavor creates a degree of self-confidence that will tackle any problem with a directness and force that is well nigh irresistible.

The boss, whom I will call John Jones, is a man of that type. He acquired his wrong viewpoint of selling in a very natural and, to him, convincing way.

He is in every sense a self-made man and well made, too, from the standpoint of success. He might even be classed as an industrial genius of the current times, for he has built up the Jones Shoe Company from nothing to a place very near the top in its productive capacity.

That reminds me to note here that all the genius of John Jones and all his experience have been devoted to production, not to selling.

For many years the Jones product was distributed through jobbers. It was sold to them on the price appeal alone, and John Jones found ways and means to meet and underbid his competitors so well that the business grew to large proportions.

But there came a change in conditions in the shoe trade, a tendency to eliminate the jobber. A number of manufacturers began to sell direct to retailers. Some of the largest jobbers, in turn, developed into manufacturers. Some of the latter had been big customers of the Jones Shoe Company. Jones did not like the outlook, so he also decided to go after the retail trade.

Having decided that point, Jones set the wheels in motion with characteristic energy. He didn't get into that end of the game himself, but delegated it to others. However, his viewpoint was the dominating influence in forming the personnel and policies of the new selling organization.

UNDERSELLING THE JOBBER

John Jones had been so successful in making shoes at prices that appealed to jobbers that he planned to go after retailers with a good deal of confidence. He had good reason to be proud of his facilities and certain fundamental advantages for producing maximum values at a minimum cost. No one could beat him at that. He figured that he could add a fair selling expense to productive cost and still undersell his former friends, the jobbers. I really believe that he thought that about all he had to do was to show the goods to the retailers and they would grab them like hot cakes.

He certainly had reason to revise that opinion later, but nevertheless he has always stuck to that attitude and still maintains it today. At least he believes that the retailers ought to buy his

shoes and that they are fools if they don't.

To put it in another way. If one of his salesmen fails to make good, he views that man as incompetent or lazy, or both.

Now, that viewpoint is rammed into the sales manager, who, in turn, passes it along to lesser executives. Somehow it pervades the atmosphere and creeps into the correspondence to customers and salesmen.

It doesn't help to sell goods or to hold trade, because it doesn't fool anyone about the merit of the merchandise or the service of the house, neither of which have ever attained a consistent standard of excellence. The reasons for this, every one of which can be traced back to a common source, will be made clear as I unfold the story of the succeeding ten years.

The Jones business was well financed, and in that respect was operated on sound fundamental principles. The new selling organization was created as a separate and distinct department, which, though financed by the parent company, had to paddle its own canoe in all other respects. It was, in effect, a jobbing house that bought goods of the factory and tried to sell them at a profit.

In selling its product to the sales department, the factory continued to add its customary profit to the price, a very wise provision, as succeeding events proved.

The company also operated tanneries which sold their product to the factories, also at a profit. The latter proposition has been the most profitable unit of the institution; the factories are more or less profitable, but the sales department lost money year after year.

On the whole, there has always been a net profit, but often an unsatisfactory one, considering the size of the operations and the amount of money invested.

Moreover, the profit is due more to skilful financing than to good merchandising. These facts are noted to illustrate how a business may grow and appear to thrive in spite of some fundamental weakness.

A man named Kane was secured, on a profit-sharing basis, to organize and direct the new sales department. Kane was in many respects well qualified for the job, because he had been in the shoe-jobbing business for years. He knew all the ins and outs of the selling game. He also understood the producing advantages of the Jones company and saw great possibilities in their proposition.

Kane was the first man to struggle with the Jones viewpoint. It seemed to confront him in one form or another in everything he attempted to do.

Jones thought the sales department should be run as he ran the factory.

NO SPECIAL EFFICIENCY REQUIRED, THINKS JONES

Kane wanted to hire a few experienced men for important departments, such as credits and collections, orders and shipping, etc. Jones didn't approve of that idea. It sounded extravagant. Experienced men usually wanted large salaries. He had always found it best to hire green help and let them grow up with the business.

In reality this was just another demonstration of Jones's viewpoint of selling. He thought it was going to be so easy to sell his goods that no special efficiency would be required to handle the business. He mistook Kane's experienced judgment for mere personal opinion and gave it scant attention.

Eventually Kane got together a little force of clerks and stenographers, partly composed of factory employees and relatives of the boss, all crude, inexperienced material. He had to shoulder all the executive work himself.

A dozen salesmen were secured and sent out on their initial trips. Of these only a few were experienced men, the balance were relatives and other ambitious would-be salesmen that had been foisted on Kane by Jones.

It will not be very difficult for

the average reader to guess the results obtained by the methods enumerated.

Kane lasted only one year. He left with the doubtful compliment, uttered behind his back, that he was a fine man personally, but lacked force. He was too slow for that organization.

Kane was succeeded by a younger brother of the boss, who had been in the factory. He had considerable energy and enthusiasm, but no experience in selling.

The boss gave him more rope than he had Kane, because there was no conflict of viewpoints. Young Jones had acquired the habit of getting his opinions ready-made from the boss, which had the effect of making his own judgment weak when he was called upon to use it. As a consequence he frequently reversed himself on questions of policy after he had consulted the boss.

That sort of thing was demoralizing to the organization. There was much wasted effort, many disappointments and incidents that discouraged constructive work. They were, of course, paying the penalty of inexperience at every turn.

But why so much inexperience, you may ask? Due entirely to the viewpoint of the boss, who insisted that they sell on the *appeal of price alone.* To meet or underbid competition on prices, make everybody work like Sam Hill and keep down expenses—that was the sum total of the Jones theory of selling.

During these times the organization was growing rapidly. Most of the salesmen in the first bunch sent out "fell down," but their places were filled by others, and more men were added to the force from time to time. Sales increased, naturally, as additional men were put in the field. They all sold some goods, but in few instances enough to balance the expense of maintaining them. The selling cost was very high.

In the meantime a new problem loomed up.

It was quite a shock to learn how unresponsive retailers were to the supposed values in the Jones line. They didn't take the trouble to explain all their reasons for not buying, and such reasons as did filter back to the company were not taken seriously at first.

NO REAL SALES ARGUMENT TO HANG TO

Finally a few facts like these became evident:

The average retailer had pretty well-established buying connections which he was loathe to sever for various reasons.

Not one in a thousand had ever heard of the Jones Shoe Company, anyway. They had been fooled before by smooth salesmen sent out by unknown houses, and the story told by the Jones salesmen sounded too big to be true.

There was really no special appeal in the merchandise. It is a custom of the shoe trade to make samples better than regular goods. The retailer has learned to expect that, but he doesn't know what he will get in regular goods when he buys from a new house. It was even hard to see any special value in the Jones samples, because a difference of five or ten cents in the value of footwear is not apparent to the naked eye. The jobbers to whom Jones had sold shoes could judge values because they bought shoes to be constructed according to specifications and each item of material and labor was figured down to the fraction of a cent.

The average retailer does not buy shoes in that way, but judges their value in general terms of quality, style and fit. Or, to be more explicit, he asks, "Will this shoe sell readily at a price that yields a profit? Will it fit and wear well and satisfy my customers?"

Now, in addition to overlooking a good many hurdles in the course of distribution, Jones had neglected to consider this viewpoint of the retailer, if, indeed, he had ever heard of it.

Instead of learning what the retailer wanted and trying to supply it, Jones had assumed that he knew what the retailer ought to have. That assumption was really based on what Jones want-

PROSPERITY YEAR

THIS rising on one's toes at New Year's time and swinging into the new cycle, alert for bigger accomplishment, is a mighty healthy sign in a *man*—and in a *business.*

Nineteen Sixteen is the greatest year of Time because it is Now. And it's the greatest year of American business opportunity — because Peace and Plenty, rich Crops and an astounding proportion of the world's Liquid Wealth are ours.

The great Home Market offers wonderful possibilities for a business harvest.

Doesn't the New Year call for New Ideas in the Advertising and Merchandising of your business—for still more efficient out-of-the-beaten-road Selling Plans?

What we have accomplished in the handling of leading National accounts in 1915 is business history. Let's discuss together *your* plans for Prosperity Year.

NICHOLS-FINN ADVERTISING CO.
222 S. STATE ST., CHICAGO
200 FIFTH AVENUE, NEW YORK

MERCHANDISING NICHOLS-FINN ADVERTISING

ed to sell, as a result of his efforts to produce merchandise that would have a price appeal.

DELUDING THE RETAILER

That particular problem proved very troublesome for a long time and it still crops out at intervals in the most amazing way. It even led to questionable practices in production, with a consequent reaction against the good will of the business, for to make some shoes as the retailer wanted them made, and make them at a price, Jones found it expedient to utilize economies in construction that did not appear on the surface, but were soon made evident to the wearer.

Another futile subterfuge, which grew out of the price-appeal policy, was the offering of one or more obvious values in staple goods as a bait to the retailer in the hope that he would buy enough other goods to make the sale profitable.

A good many retailers could not resist these special values, but the majority of them were smart enough to ignore the balance of the line.

Continual pressure was brought to bear on the tanneries and factories to seek methods of reducing costs, which stimulated an endless round of experiments that usually proved disastrous.

The sales manager had other problems to face. I broke into the sales department during Kane's time, but I was hired by young Jones, who had been put in the sales department to understudy Kane and relieve him at the end of the year.

I came in the guise of an advertising man at a very modest salary—less than I had been making. I sought the position because it had looked like a big opportunity. After I arrived I found that they had given the subject of advertising no thought whatever. A trade-paper solicitor had come along, and, having felt the need of making the Jones company better known to the retail trade, they had given him a contract. That was the extent of their advertising plans.

Young Jones didn't know what to do with me and seemed too busy to find anything for me to do, so he gave me a desk and a copy of that trade-paper contract and left me to my own devices. Perhaps some time I will tell the story of how I created a job for myself, but this story is about selling shoes, so I will relate only such incidents as have a bearing on John Jones's price-appeal viewpoint and its effect on his business.

I observed in the sales department a great deal of confusion. Everyone seemed very much pushed by his work, rushing about and getting in the way of others. Kane was the only calm person in the place, and I noticed that he got rid of a prodigious amount of work in a quiet, unassuming way. He and I became good friends and we fell into the habit of going to lunch together, at which times I picked up considerable knowledge about the business. He told me little of a personal nature, but by judicious pumping I got a good slant at the true conditions, which was corroborated later by my own observation and experience.

The situation was bad enough in Kane's time, but it became worse after he left; first because there was no one to fill his place, and, as the volume of sales grew, trouble grew in proportion.

Young Jones did not attempt to shoulder all the work that Kane had been forced to assume. He confined his energy to general supervision and the handling of the salesmen. Kane's former stenographer, a man named Tavis, was made credit man. All he knew about the work was what he had picked up under Kane. A young relative of the boss, who had fallen down on the road, was put in charge of the order department.

Both incompetency and inexperience were in evidence throughout the organization. Wherever initiative or efficiency did spring up it was usually discouraged or curbed because it locked horns with some tendency

(*Continued on page 69*)

KENNEN

products are now advertised by the

CHELTENHAM

Advertising Agency

11 EAST 36TH STREET
NEW YORK

Campaigning on Future Big Buyers While They Are Students

Weston Electrical Instrument Co., Ingersoll-Rand Co., Alpha, Atlas and Lehigh Portland Cement Cos., and Fitchburg Machine Works Examples of Concerns Looking Out for Future Good Will

WITHIN recent years there has been a general awakening, on the part of many of the most prominent and enterprising concerns manufacturing products of a technical nature, to the need for recognizing the student as an embryonic buyer; and of molding him, while yet in college, along such lines as will later prove productive from the standpoint of future business.

Scattered among this country's universities, colleges, technical schools, agricultural and mechanical institutions, manual and industrial training schools—and even high schools—are thousands of students in whose hands rest not only the future development of the country but also the future expenditure of millions of dollars, directed along lines of future need, as brought out by the requirements of the official and executive positions of trust and responsibility into which the students of the present day are logically destined to fall.

It is, perhaps, almost too obvious for comment to call attention to the fact that the lanky student studying mechanical engineering in some obscure "jerkwater" college may, at some time, develop into the guiding power for some gigantic enterprise; an engineer whose word is looked upon as authority and whose final word is law over the placing of large contracts and the purchase of a vast amount of material. The student, while yet in college, is an unknown quantity; yet prominent concerns are entering into his education very extensively because of what he *may be* at some future date. They are content to wait for returns which are not easily traced and they are sure of their ground because the college man, especially in mechanical and technical fields, is a passive buying factor, needing only a position where he can buy or influence buying to turn him into an active buying unit; hence he is worth all the effort expended upon him to secure his good will while he is yet safely sheltered within the classic halls of learning.

THOUSANDS GOING OUT YEARLY

It is an exceedingly difficult matter to compute the annual number of graduates from what are classed as strictly technical or engineering schools. The best authorities on the subject, however, place the figures at about 5,000. In this number are included an approximate equal percentage of mechanical and civil engineers, the remainder being divided among mining engineers, sanitary engineers, electrical engineers, etc. These figures do not, of course, include the great number of students who drop out before their term is finished, yet who must be taken into consideration in any scheme of student education. Such students, while not completing their college course, may still be in some future position along the lines of their chosen study where their voice in the matter of buying may yet be an important deciding factor in the purchase of equipment.

It is easily possible to run into some startling figures when the total school and college enrollment of the United States is looked into. Three years ago the school and college enrollment aggregated 21,102,113, of which number there were 202,231 students in the collegiate and resident graduate departments of universities, colleges and technological schools.

How to reach the student, and with what kind of material, are problems with which many of the largest concerns in the country have been grappling; and what

follows represents the authorized opinions of the companies mentioned.

In an interview with Chas. A. Hirschberg, of the Ingersoll-Rand Co., the following points and methods were brought out. Said Mr. Hirschberg: "We look upon the college man in the same light as we look upon the office-boy of a prospective customer. We cultivate him and make a friend of him because some day he may be president.

"As manufacturers of pneumatic machinery used in mining, quarrying, contracting and industrial fields we are naturally after the future mining, mechanical and civil engineers; yet we are compelled to take a long shot in educating students for the obvious reason that many of them branch away from lines of endeavor in which our machines might be used, after they leave college. Thus, we are compelled to keep close after the masses for the sake of the ultimate few.

"Among the sub-divisions of our mailing list we cover educational institutions and libraries. The literature which we publish, from time to time, is particularly fortunate in that it is looked upon as a voice of authority, and it is due to this fact that we are enabled to get in on the ground floor, as it were, and secure a welcomed entrance. We consider the college professor a very important factor in our general scheme of getting the student, and it is through him that we reach the classes. Every once in so often the college professors on our list are reminded by us that we are glad and ready to furnish standard literature for class use. This scheme is always well received, and even in the few cases where professors show no interest we render our literature available to the student by placing it in the college reference library.

ARGUMENT

IN presenting Monograph "B-5" to our friends, the Science Teachers, it has been our belief that a Monograph which could, in substance, be used as the foundation for illustrated lectures or talks to students on electrical instruments and measurement apparatus would be acceptable.

In preceding Monographs, we have dealt principally with laboratory experiments, whereas in this Monograph we are attempting to render service to Science Teachers in the class room, as well as the laboratory. A brief historical introduction is given, as this may help to promote interest in the subject.

We extend our thanks to the many teachers who have co-operated with us in preparing Monograph "B-5." Their encouragement has done much to strengthen our belief that lectures and exercises illustrated by cuts and by lantern slides will be acceptable in the teaching of physics in high schools.

We have discussed this Monograph with Mr. J. A. Randall, the Chairman of the Joint Committee on Physics, and while that gentleman heartily approves of the theme, it is his opinion that it may require further debate whether or not the information contained herein is presented in a manner that will appeal to Science Teachers.

We therefore invite the frank criticism of educators on this topic.

We also desire to express our indebtedness to Professor Albert F. Ganz for his painstaking and thorough revision of our copy

WESTON ELECTRICAL INSTRUMENT CO.

PAGE FROM ADVERTISER'S MONOGRAPH, WHICH IS VIRTUALLY A TEXT-BOOK FOR SCHOOL USE

"Our experience has been that it always pays to cultivate the college professor to the utmost, because he is the middleman between us and the student. For this reason we offer all the aid possible to the college professor. Many professors write their own text-books, and we often furnish a great deal of the information where the subject treated touches our lines. Many times we supply

the illustrations, and in other ways assist the professors in the preparation of their material. As the college student uses the textbook later, we are thus able to get much of our story before him, and in such a manner that he must absorb it as a part of his class studies.

"Along much the same lines we often assist professors in writing special lectures for their own use and for distribution among the students. These lectures are many times placed among the different colleges through a personal canvass on the part of our branch offices, who show sample copies to the various professors they come in contact with and ask them how many are wanted. And along this lecture line it sometimes happens that where the subject warrants it one of our own engineers will deliver the talk before the class.

"We also furnish lantern slides to colleges, on request; all this educational work being done free of charge and for the purpose of getting at the student. Naturally we cannot sell to the student direct while he is in college, and our hope of future business from him rests upon our extensive method of educating him in study and classes.

A "CATALOGUE STUDIES SYSTEM"

"It might be well to add a word or two about the Catalogue Studies System, to which we subscribe, and which we look upon as being very valuable to our particular purpose.

"Catalogue Studies are a series of catalogues, practical for class reference, securely bound in books of convenient size and indexed, together with a sectional oak filing case. The makers and compilers of the system install the catalogues of manufacturers who subscribe in the leading engineering schools of the country, where the instructors and students can have daily access without loss of contents. The studies are compiled and the index is classified and kept up to date with all the latest engineering literature. Through this Catalogue Studies System we are reaching about eighty mechanical engineering colleges and are assured that our literature cannot be removed or lost."

This opening case of the Ingersoll-Rand Co. indicates to what an extent a large concern will go in the matter of getting the student, and the lead is duplicated in other lines of manufacture.

Investigation shows that there is great existing activity on the part of the portland-cement manufacturers. Let us see how some of the leaders in this field are getting the student.

HOW THE ALPHA PORTLAND CEMENT COMPANY IS DOING IT

S. Roland Hall, advertising manager of the Alpha Portland Cement Co., expresses the situation as regards his concern as follows:

"The most that we have done along the line of appealing to students has been in the case of high schools and manual training schools — particularly in the smaller towns where many of the pupils come in from the country around.

"Last year we offered a lecture to the principals of these schools, directions for a schoolroom demonstration, and a free bag of Alpha cement. We got a good response, and we gave the school principal an order on our local dealer and then wrote the dealer, told him that we believed in that sort of thing both on our account and our dealers', asked him to send over the cleanest bag of Alpha in stock and to bill us. The effect was good all around. A number of dealers refused to allow us to stand the cost of the bag of cement, said they were interested in the school work, and so on.

"The few college papers we used have been used more as a compliment than for real advertising reasons. Perhaps the ad or two that we have run with the Cornell people is an exception to the general rule, owing to the specialization on agricultural matters up there. But we figure that in the engineering schools the students

see the prominent engineering journals, which we use liberally, and that if they don't they are hardly worth our attention. As a matter of fact, our engineering-magazine advertising draws a lot of inquiries from engineering and architectural students, which we handle in the usual way—giving the inquirers full data.

"As to following up the student after leaving college, I can't see how this could be done. In our case, if he goes into farming or engineering, we catch him with our regular advertising in farm and engineering publications."

WHAT IS BEING DONE BY THE LEHIGH PORTLAND CEMENT CO.

W. A. Fuchs, advertising manager of the Lehigh Portland Cement Company, gives the following as his views:

"We cannot say that we have neglected the students, for we have had moving pictures made showing the process of manufacture of Lehigh Portland Cement. We have sent these on dates arranged with the various colleges and universities with a lecturer who talked to the students on this subject. Of course this lecture and motion-picture display was educational, but ample opportunity was afforded to make the fact known that the lecture was under the auspices of the Lehigh Portland Cement Company.

"In all cases this lecture was favorably received and we are positive that it did us considerable good. Where possible, we secured the names of the senior students in attendance and furnished a copy of our pamphlet 'Cement Facts,' which is really of interest to the engineering student.

"We cannot say that we make any special effort to follow the student after he leaves college, although our future plan will embody some scheme whereby we can keep in touch with him.

"We firmly believe that if we can get an engineer interested in Lehigh Portland Cement before he actually goes out into the field, we will have accomplished a great deal toward his specifying and using our product."

In this case the moving-picture idea was tried out, with satisfactory results.

METHODS USED BY THE ATLAS PORTLAND CEMENT COMPANY

H. S. Dudley, publicity manager of the Atlas Portland Cement Company, is also a firm believer in getting the student. Says Mr. Dudley:

"It is obvious that men with technical training are going to have the say. Most of the buyers in our field are men who studied books while at college. Hence we go after them before they graduate.

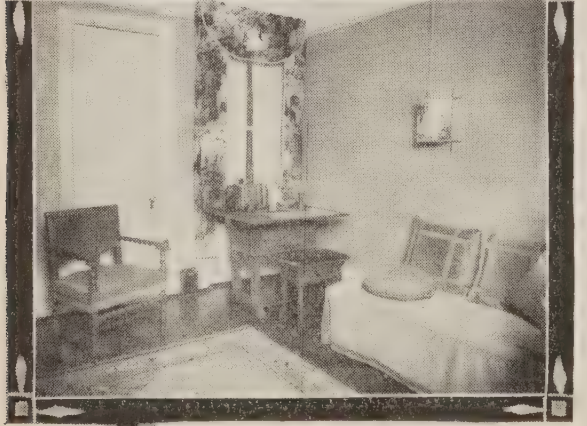
"We would rather get the technical college man than the student in an agricultural college, because there is greater consumption per capita in the technical field. However, we go out after both.

"In our system of education we depend largely upon three books, which we send to technical schools and colleges. 'Concrete in Railroad Construction' is a book of 228 pages. 'Concrete in Highway Construction' contains 136 pages, and 'Reinforced Concrete in Factory Construction' is a volume of 246 pages. These books are so valuable that they are, in many colleges, adopted as a standard part of the engineering course. The professors insist that the students study them and answer quizzes on them.

"In these books there is not much said about Atlas, the purpose being rather to promote successful concrete work. We do, however, run a four-page yellow advertisement insertion in the center.

"These books are sent directly to the professors, as asked for, and we do this for a reason. We believe that it is cheaper and better policy to send the books to the classroom for distribution by the professor rather than to send them to the home addresses of the students. It has been our experience that college professors like to have their classes depend upon their own good judgment. We can picture him saying, 'See, gen-

(*Continued on page 62*)



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s Miss Splint's plan to live li of those for whom she or. There is inspiration d ractical sense in the ojet. Small-town home ndions, with chances to oement, form an atmos- er where the golden ar between what "Mrs. bs iber" ought to do and na she can do will be ose instinctively.

Toay's advertising de- rtment has the privilege of ening hospitalities to its enc from time to time at s nagazine home, and we pe nder its roof to show u i person what can be d but feebly in print.

Nagazine—
NW YORK CITY

My Next Car

What's my next car going to be? Why, it's going to be a Studebaker. I've had one, that's why.

You should see it go—that new six, I mean. Goes just like my old four, only better, and you know how the old four can everlastingly shin up hills. Well, the six beats it. Got more power. Pulls more load. Does it easier—and looks, well, I should say so.

Really didn't bother much looking over specifications this time. Just figured that I couldn't get any better stuff anywhere than Studebaker gave—and knew I couldn't get any lower price. Wife said, why wonder about other cars when we know about Studebaker and know the people that make it are O. K.

And that's the real way to get a car, anyhow. You're buying character, not specifications. All the makers nowadays give all they can for the money—got to, so many of them in the business making cars. So you're perfectly safe most any car you pick, you'll get a fair return for your money.

But you're getting something extra when you buy a Studebaker, because they've got to make every car so good it will keep up the character and reputation Studebaker wagons built, years ago. And they do. Because they make a lot of cars every year, make them all in their own factories, and then sell them through their own branches, Studebaker gives most for the money, to my way of thinking, taking car, comfort and service all into consideration.

And that's all there is to it. Wife and I got our first car simply on Studebaker reputation. And the next is going to be a Studebaker because we've had one.

Just think how that would get close to Our Folks. The Farm Journal for April closes March 5th—just about road-drying time.

(Advertisement)

Patrick Company's Try-out Demonstrations to Meet Price Competition

How They Were Conducted to Lend Force to the National Advertising

Based Upon an Interview by H. A. Beers, Jr., with

Alfred Hanchett

Of F. A. Patrick & Co., Duluth, Minn.

PROVE your product's claims to superiority convincingly, and you have taken a long step toward meeting price competition. To do this, F. A. Patrick & Co., of Duluth, held recently a trial dealer co-operative campaign through local store demonstrations by their own salesmen. The results should be interesting to those who must compete on this basis.

There is nothing especially novel in the demonstration idea as a means for introducing goods. But an introduction was not the primary motive for the Patrick people's putting on their demonstrations. Their national advertising, coupled with efficient dealer co-operation, had already accomplished this end.

How they made a staple of the mackinaw fad has been told in PRINTERS' INK. That this was effected by making—and advertising—a mackinaw cloth that should come to be regarded as a standard was shown at the time.

The fact, nevertheless, faces the company that there are still many mackinaw coats on the market at much lower prices, and one of the selling problems has been to overcome this situation by impressing the dealer that patrick coats will sell quickly, in spite of the higher prices, and consumers that the patrick mackinaws are more than worth the higher prices asked for them.

It is one of the Patrick boasts that the value of the raw wool used in Patrick Cloth is 30 per cent greater than that in any other mackinaw cloth. There are other quality points about their cloth in which they take a just pride, and they feel that if they can make their dealers and consumers appreciate these facts, they have won their side of the price battle. Again, not an unusual situation among manufacturers who compete on a quality basis; it is this company's solution of the situation with which this article treats.

WHAT THE DISPLAYS CONSIST OF

Part of the Patrick dealer-work, therefore, has always been directed to emphasize these quality features of Patrick Cloth. Among the dealer-advertising materials furnished is a display card showing the various stages of manufacturing wool into Patrick Cloth, from the raw, unbleached long fibres to the finished fabrics. Included in this display are samples of cheap imitation mackinaw cloths before and after the disastrous results of subjection to the caustic-soda test; also samples of Patrick Cloth that have come through the same telltale search for non-wool ingredients with a clean record.

These cards proved very popular for window and counter display, and dealers began to ask for more extended demonstration materials, enlarging along the same lines.

These were cheerfully furnished, but as the demands for such materials multiplied, however, the Patrick people began to find that, while valuable in establishing their quality points, these helps were becoming expensive. The amount of yardage alone was beginning to represent a considerable figure.

They therefore decided that, inasmuch as they were entrusting increasingly valuable materials with great possibilities for consumer education to the more or less passive activity of dealers, how much more would they realize on the investment if some of their

own representatives who knew the proposition from A to Z could conduct the demonstrations.

True, dealers who evinced sufficient interest to ask for the displays could be expected to use them faithfully. But the dealer could hardly be expected to devote his undivided efforts or time to getting the full benefits from the demonstration that the investment would seem to justify.

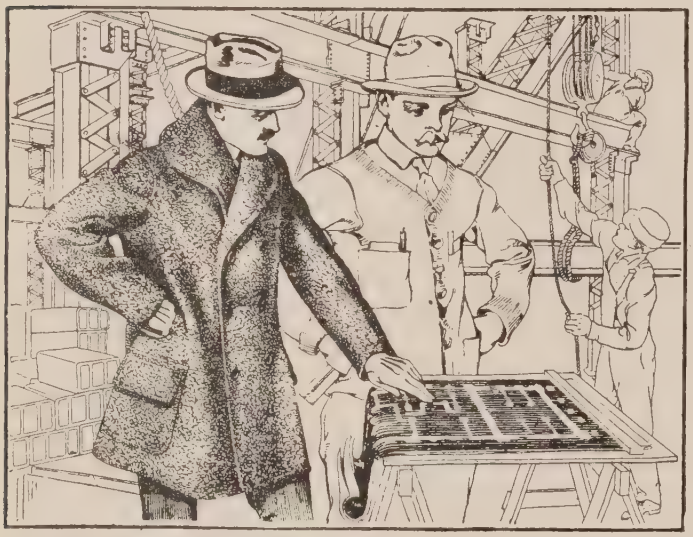
It was therefore decided, as an adjunct to the present season's national campaign, to send out two of the company's senior salesmen on experimental demonstration trips through some of the larger stores in a limited territory, embracing the States of Wisconsin, Michigan, Ohio, Illinois, Minnesota and Iowa. These men went as woolen-mill demonstrators, and were chosen because of their seasoned experience and thorough knowledge of the Patrick proposition and manufacturing methods. One of them was the man who, as told formerly, had started the mackinaw ball rolling in the East by personally selling patricks to some Eastern college men while in a dealer's store trying to sell the dealer. He had at one time been a tailor, and therefore knew cloth from every angle. Both were thoroughly imbued with the organization's spirit and faith in their product, and could be relied upon to present the Patrick story convincingly.

They were started out with a display line of special tailored garments and a large showing of the newest patterns in blankets, robes and other articles made up from Patrick Cloth.

But the principal object of their trips, to which the Patrick people attached the greatest importance, was to give informal lectures on the process of making their cloth, illustrated by raw and partly prepared materials, from the wool as it comes from the sheep's back, to the finished product; also the caustic-soda tests.

Dealers gave the demonstrations a prominent place in their stores, and in order to stimulate public interest in the event, window displays built along the lines of the demonstration plan were put in several days in advance of the salesman's arrival and left in for the course of the demonstration.

To insure further the success of the plan circulars announcing the event were mailed from Duluth, the company's headquarters, to the dealers' mailing-lists, or sent out direct by the dealers themselves in certain instances. Special newspaper announcement copy to concentrate attention on the demonstration was also prepared by the Patrick company's advertising department and run by the dealers.



A "patrick" for the Outdoor Occasion

THE "patrick" has established its own vogue as appropriate to the outdoor occasion. It is the accepted bigger-than-weather garment.

There's no coat just like the "patrick," no cloth just like the Patrick Cloth. Of this cloth besides "patricks" (mackinaws) are long coats, caps, auto robes and blankets.

Of the Patrick Wool are macka-knit sweaters and socks. All are shown in The Patrick Book. A copy will aid in your selection.

Patrick-Duluth Wool Products are for sale at best stores.

Patrick Duluth

Wool Products

Bigger-Than-Weather

Patrick-Duluth Woolen Mill

000 Commerce Street Duluth, Minnesota

"patrick" is the genuine mackinaw

Buy a "patrick" where you see this sign

Bigger-Than-Weather

THE DEMONSTRATIONS BACKED UP NATIONAL ADVERTISING OF THIS KIND

Intensive publicity methods such as these produced the desired results, and the salesmen invariably reported good crowds at each of the stores.

During the demonstration at the store of Joe Smith & Company, Council Bluffs, Iowa, a schoolteacher, attracted by the announcement that the processes of cloth-making would be explained, including the caustic-soda test to detect the presence of cotton in cloth, brought her science class to hear the talk. The children were enthusiastic, and as a result the next day in the store presented a busy scene, as more school classes were attracted by the reports of the first to see the demonstration. All of which is interesting from the educational standpoint; but when the children began to return, leading their parents with them and pointing out the patricks they wanted, the sales possibilities of such missionary work were clearly demonstrated. The demonstration actually made sales.

In some cases people who were attracted by the windows or newspaper advertising and had heard the salesman's talk would come up and proudly show a patrick (mackinaw), with such remarks as: "I bought mine three years ago."

Another object accomplished was to arouse the interest of the dealers and their sales forces. During the course of the talk many of the salespeople not occupied at the moment would mingle with the rest of the audience to hear the process explained, and often the proprietor or manager would round up a number of salespeople, saying, "Come here, boys; here's something for you to know about."

The demonstrators also took the occasion to take orders for special made-to-order garments, and made good sales of this class of goods. Not only that, but the dealers were able to turn the moment to account to sell other classes of merchandise to the crowds that collected to see the demonstrations.

The campaign was confined to the months of September and October, simultaneously with the appearance of the new national advertising. In that territory some of the year's hottest weather comes in these two months, and it might seem to be a positive error to display mackinaws at such a season. It was not the object of the demonstrations, however, to make immediate sales, and subsequent sales reported by dealers when the cold weather set in amply attested the value of the campaign.

It has been explained that these

THE "CUB STORE" OF MARENGO, ILL., ADVERTISED IN THIS MANNER IN NEWSPAPERS

trips were confined to a limited territory. They had an interesting aftermath, however; a fact that will have significant bearing on the company's campaign next season.

The Remelin Company, a prominent sporting-goods house of Cincinnati, heard of the demonstrations and asked that a demonstrator be sent. As the campaign had been carried out as planned, the Patrick company sent its regrets that this would not be possible. Not to be disappointed, however, the Remelin Company wrote again, asking that materials for a demonstration be sent to it, with full selling talk and instructions for carrying out the exhibit. This was done, the Patrick company sending along with the materials a typewritten talk for the retailer's demonstrator to follow. The Remelin Company gave large window space to the event, and also took big space in the newspapers to announce the exhibit. Mailing pieces adapted to the occasion were also sent out from Duluth to the Remelin's list.

So successful, on the whole, did these demonstrations prove, both in selling the dealer and consumer alike on the Patrick proposition —higher-priced though Patrick garments are, as announced at the outset—that next season it has been decided to extend this plan over a greatly enlarged area. As things stand at present, the only limit to their scope will be that the demonstrations will be available to Patrick dealers in towns of at least 50,000 population.

Among the most effective single items of the Patrick dealer-helps has been a lithographed cut-out, more than three feet high, showing a spruce tree splotched with snow, beneath the shelter of which nestles a flock of sheep. On the tree appears the wording—"Patrick Wool Products — "From Sheep That Thrive in the Snow" —while at the bottom runs the Patrick slogan: "Bigger Than Weather."

In getting up this cut-out the company sought the advice and suggestions of its dealers, sending out several rough sketches before they adopted it in its present form; and being guided by the consensus of the remarks received. The sketch in its original form showed a rising tier or pyramid of trees and more sheep; but dealers preferred the simpler form of one tree and fewer sheep.

This cut-out is so large and stands so high that wherever used it dominates the window; the window becomes practically a Patrick window. The sheep seem almost as large as life.

"One of the most gratifying things of the present season," said Mr. Hanchett, "has been the strong approval of retail merchants for this cut-out, and the fact that it has served to give us exceptionally large display space. We have received over a hundred letters of commendation from small and large merchants on this window feature."

As one more link in a chain of helps that has been winning for this company the active support of its dealers, most of the Patrick national advertising showed this cut-out somewhere, explaining that the dealer who displayed it was the local Patrick dealer.

The amount of space alone devoted by retail dealers throughout the country in their newspaper advertising to the Patrick company's electros and copy this season is taken as evidence that, in the main points, at least, the general plan of promotion is right.

Harry Wilk With Moller & Schumann Co.

Harry Wilk, recently with *Men's Wear* and Chicago *Apparel Gazette*, has resigned to become associated with Moller & Schumann Company, Brooklyn, manufacturer of Hilo Varnishes and Enamels, as assistant to Carl J. Schumann, sales and advertising manager. Mr. Wilk will give particular attention to the sales promotion and dealers' service end of the business.

W. A. Schmitt Leaves Franco-American

W. A. Schmitt has resigned his position in the advertising department of the Franco-American Food Company, of Jersey City, to take effect December 31, 1915. He becomes advertising manager of C. F. Mueller & Co., of Jersey City, manufacturers of macaroni, spaghetti and noodles.

The Hill Engineering Weeklies

Their Editorial Pages tell men how to do things

Their Advertising Pages, what with

The Engineering and Mining Journal

The Weekly for

Metal Mining Engineers

Read by mine managers, superintendents, owners, engineers and metallurgists. Published for 49 years.

Engineering News

The Weekly for

Civil Engineers and Contractors

The engineering-contracting paper with the largest actual paid circulation of any in this field. Yet its subscription price is higher than any other. Published for 41 years.

American Machinist

The Weekly for

Mechanical Engineers

The international journal of the machine-making industry. Reaches the men on the productive end of the line—the men who buy the new equipment. Published for 38 years.

Power

The Weekly for

Power Plant Engineers

Every large industry has its power plant, and directing this plant you will find the man who reads and believes in "Power." Published for 35 years.

Coal Age

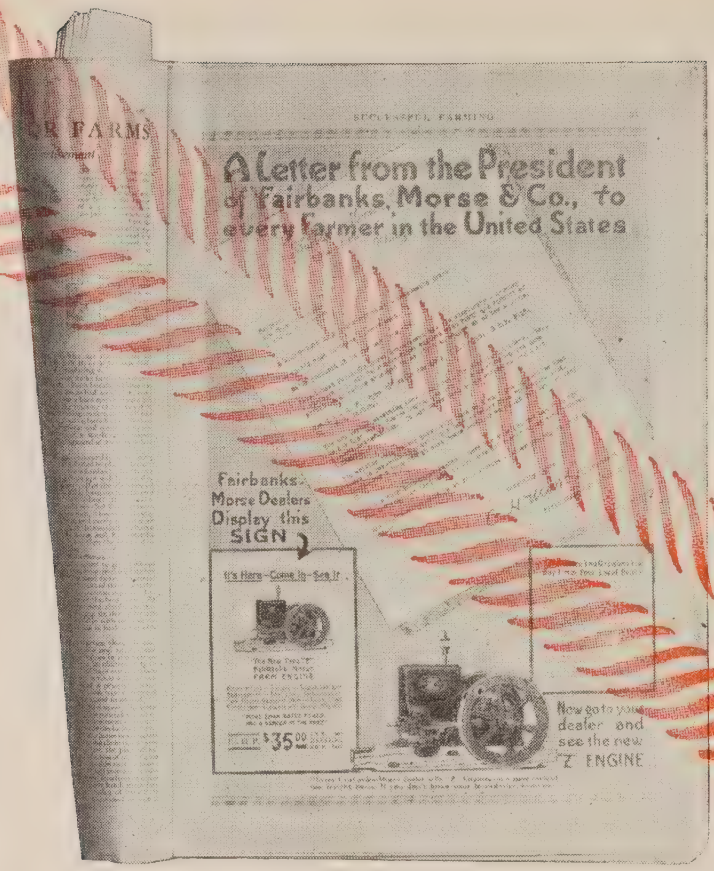
The Weekly for

Coal Mining Engineers

With this paper the 36-year-old "The Colliery Engineer" has recently been incorporated, making "Coal Age" the only national coal paper.

All Members of the A. B. C.

PUBLISHED AT THE HILL BUILDING
10TH AVE. AT 36TH ST., NEW YORK CITY



A reproduction of the January issue of Successful Farming, containing a full-page advertisement for Fairbanks, Morse & Co., prepared by the Heegstra Advertising Service, Chicago.

Three Giants Get Together

Wherever gasoline engines are known, the name of Fairbanks, Morse & Company is a familiar word, standing for excellency of production and thoroughness in sales methods.

An equally familiar name in its own field, that of general merchandising and advertising counsellor service, is the name of H. Walton Heegstra, head of the Heegstra Advertising Service, Chicago, Illinois. The high executive positions he has held with some of the nation's largest merchandisers and manufacturers have fitted him to be one of the leaders in his field.

These two giants have called in another to join them in a campaign that practically marks an epoch in selling goods to farmers.

The third is Successful Farming—the nation's foremost farm monthly, up-to-date—well illustrated—ably edited—a potent factor in the nation's agricultural progress—published in the center of the Agricultural America, with the bulk of its more than 700,000 subscribers located where farming is the most profitable.

And it might be said that another giant will help—the gigantic dealer organization of Fairbanks, Morse & Company, for this campaign is primarily a dealer's campaign and designed to sell engines to farmers through the dealers. It is in effect an individual campaign, for every one of the thousands of dealers handling the "F. M." engines. The

co-operative plan links them into the selling scheme in a remarkably strong way, making a close combination of the farm paper advertising with the exhibit of the engine on the dealer's floor.

A series of page advertisements will be used in Successful Farming, for it covers the great wealth-producing heart of the country where the greatest number of sales of gasoline engines to farmers are made. This territory has for years been taking much more than half of the engines sold to farmers. The hundreds of thousands of engines used there have in recent years to no small degree helped create the farm wealth of the territory—so well illustrated by the Definite Data Map given below.

There are many more advertisers in various lines who could use Successful Farming as the backbone of their campaigns for this territory, and with large copy, concentrate on the States where sales can most readily be made. For the guidance of advertisers planning such campaigns and who want facts graphically and accurately presented, we have compiled a series of Definite Data Maps now numbering more than 60, comprising a thorough analysis of the buying power of the American farmer. No matter what your problem is, they will probably help you out. If you think they will be of value to you, write for a set.

E. T. MEREDITH

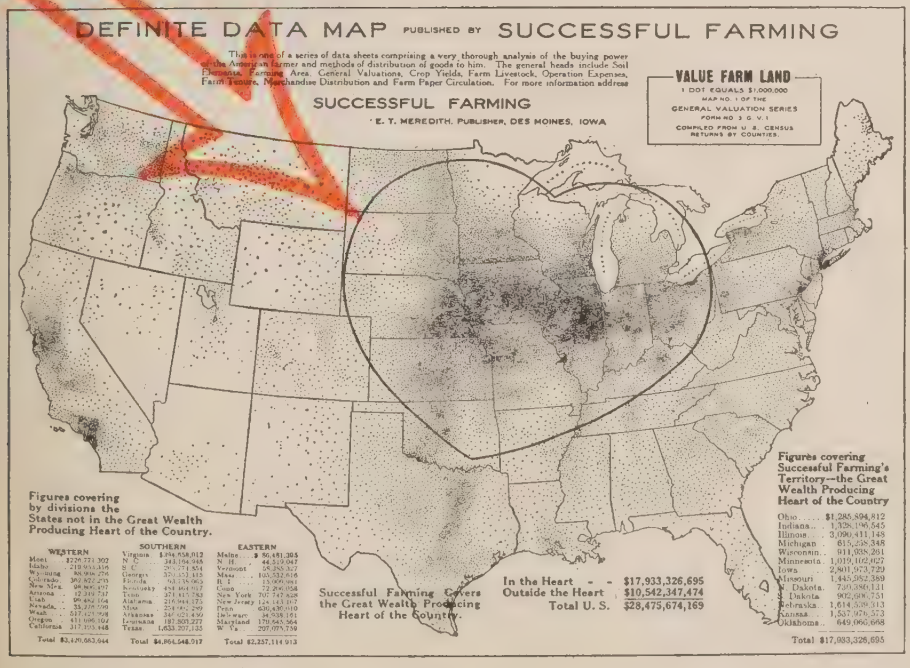
Publisher

Successful Farming

DES MOINES, IOWA

Chicago Office
1119 Advertising Building

New York Office
1 Madison Avenue



Definite Data Map, showing Farm Land Value. One dot equals one million dollars' worth of land.

After All, It Pays To Get Acquainted

¶ The close business friendship enjoyed by the publishers of The Sperry Magazine with thousands of Progressive Retailers and millions of Women-Who-Buy for the Homes of America, is the result of many years of service rendered.

¶ The Sperry Magazine is the natural outgrowth of this service—it is in fact a service in itself—and as such is most cordially received each month by its enthusiastic Dealer-Distributors and over 500,000 of their best customers. No other monthly publication has such a large percentage of Persistent Buyers among its readers.

¶ In no way can you so directly, effectively or economically attract the favorable attention of these 500,000 Women-Who-Buy—or the merchants who sell them—as through The Sperry Magazine.

This Is a New Service Magazine

The Facts Are Interesting and Important

May We Give Them To You?

Send For Our Statistical Booklet
"CREATE THE BUYING IMPULSE"

THE SPERRY MAGAZINE

FOR THE WOMAN-WHO-BUYS

Two West Forty-fifth Street - New York
WILLIAM STARR BULLOCK, *Business Manager*

Letters That Sell a Department Store on Manufacturer's Good Will

Physical Appearance Counts, and, Above All, Specific Treatment

By J. F. Beale, Jr.

I SHALL start with the perfectly plain and bald statement that the average—no, let me say the *vast majority*—of business follow-up letters and letters soliciting business, the opening of accounts, the increase of orders and repeat orders are the merest balderdash, the acme of twaddle.

How do I know?

Because I receive scores of them every week. And because among a quite wide circle of friends, including merchants, advertising and display men, buyers for big stores, and business men generally, I find this opinion prevails.

In this article there will be given some specimens, without names of course. They are fair examples of hundreds more. In the cold, white light of calm analysis, see if you do not agree that, worse than failures, they are a menace to the prospects of the firms sending them out.

Imagine, if you will, the Packard Motor Car Company sending a man who speaks the language of Whitechapel, picked up from a park bench, to see the Hon. Lucullus Moneybags to sell him a $6,000 limousine!

Yet the circumstance would be properly comparable with some letters I have seen which bore the signature of large manufacturers of high-grade products.

A case in point.

Comes a letter to the desk of one of the important buyers for three departments in one of New York's department stores. It is very poorly mimeographed or otherwise multigraphed on paper dear at eight cents a pound. Abomination of abominations, it *pretends* to be personal, for the buyer's name (mis-spelled) is at the top, and at the bottom the further offence, "dictated but not read."

This letter starts out on its wild orgy of salesmanship assassination as follows: "Are you alive to the fact that competitors are getting the business *you* ought to have? Wanamaker's, Gimbel's, Saks' and Altman's carry our line. Why not you?"

THIS LETTER STIRS UP ANIMOSITY

Then it drags in a lot of technical talk which could only be effectively used in a personal interview under most favorable conditions. Finally, comes this gem of naïveté: "Our Mr. —— will be only too pleased to call upon you if you will signify your willingness to see him. Just drop the inclosed addressed card in the post. He's a busy man, and his trade, including the stores above mentioned, demands and receives much of his time, and appreciate his helpful selling suggestions, but he'll never be too busy to see you."

Whew! Can you imagine the hundreds of perfectly respectable waste-baskets throughout the country that feel like "going on strike" when such letters are consigned to them?

Now, as a matter of fact the house sending out that letter manufactures a very desirable and sellable line. Its representatives, one of whom I have met, are of a broad gauge. They are well-posted gentlemen, honorable and business-like. They were not "behind the door when tact was given out," and they deserve and have the high respect of the buyers of stores with whom they do business.

A few days ago the manufacturer of a line of novelty merchandise honored me with a reading of the form letters and special trade-soliciting correspondence he sends out to the trade, and an outline of the policy he pursues in their use.

His business is in size about one-twentieth that of the "awful example" above quoted. He maintains no special correspondent, no private secretary, no advertising man, no sales manager. He is all these in one, himself. He knows his business thoroughly; he knows the trade, and he knows human nature.

When this manufacturer writes a letter it is specifically, *personally* to the one addressed. It covers a definite, concrete point. It is as succinct and brief as possible; clearly, neatly typed on fine paper. In fact, it is a business gentleman's letter to another business gentleman.

From the many letters which it was a rare pleasure to read the following will serve as an example and as a contrast to the letter previously quoted.

"It will interest you to know that despite the unfavorable conditions in Europe we have been able to protect all established trade and the normal increase expected on numbers 342, 343, 344, and 600 to 617 inclusive, having just received extensive imports.

"This leads us to suggest that you have no hesitancy in advertising and otherwise pushing these numbers. The previous high quality of these goods is fully maintained in the shipment just at hand.

"Command us for any assistance we can afford in any manner in connection with our lines, and particularly those specifically mentioned above."

Many of the most successful manufacturers have discovered that letters soliciting business from trade with which no relations have been established are generally failures. They are spending their money and efforts toward new trade-making in trade papers and other advertising, and in salesmen and other personal representatives.

These same successful houses when they find it necessary or desirable to write their trade seem to favor the short, crisp but courteous letter calling attention to a small, neatly printed card or leaflet on which the main facts for consideration are set forth in carefully considered type effect.

MESSAGE PRINTED SUCCINCTLY ON A CARD IS EFFECTIVE

There are several advantages in this method. First, added importance is given to the facts by thus presenting them. Second, they may be so typed that the relative importance of each fact is established psychologically by the display. Third, if there are many facts the skilfully typed form is more easily read and digested. Fourth, the recipient will keep a convenient leaflet at hand, when he will file away and forget or "waste-basket" a letter. Fifth, more than one copy of the salient facts may be inclosed if more than one person in the house addressed is likely to be interested.

These are some of the main points in favor of this form of letter solicitation and follow-up, but by no means all of them.

A letter came to my desk the other day which was tenth in a pile of 22 letters awaiting my arrival in the morning.

The mail clerk is very careful to pile the letters neatly, exactly in the center of the large blotter. They form each morning an island in a sea of blue, nothing nearer than eight or ten inches distance from them.

This letter caught my eye because it was just sufficiently different in size to "stick out" from all the others. It was not so *very* much larger than the average business envelope, but it was a different shape and differently proportioned, though not so odd as to be posteresque.

It caught my eye, as I have said, instantly, and I slipped it out from the others. Then I saw that the envelope was of very fine quality. There was no printing on the address side, but the address was very neatly inscribed in deep brown typewriting.

Turning it over I found splendidly printed in small gothic type a name and address with which I was familiar.

Somehow there was an "air" about that letter. The sender unquestionably had good taste. The

message was more costly than the average; it must be of some importance. My name, so often misspelled, was correct, as were the initials and every detail of the address.

Well, I opened that letter first of all and I read every word of it, not a difficult thing to do, for the message, an important one, was in just 70 words. I had it copied for the files; the original serves as an example for my secretary.

The message in that letter was this: "To-morrow our shop will be closed for the holiday. Union regulations make this obligatory. If you have work which *must* be done on that day, we will arrange to have it done for you, saving you any possible delay, disappointment or trouble. If, however, you can wait until the next day for your work, we will be obliged. We deeply appreciate your orders and shall strive to merit their continuance."

This letter went to the regular trade of the house (photo-engravers) and the manager and one of his men spent the "holiday" (election day) calling up their trade or seeing them to make good the promise in the letter.

I shall go out of my way to give that house business. At least two business acquaintances with whom I lunched the next day mentioned receiving a similar letter and voiced their appreciation of it.

If "brevity is the soul of wit" it is also a prime requisite of the business letter. A letter that is larger than absolutely necessary in reply to an inquiry is bad enough, but a long letter which is unsolicited is a positive abomination.

NEWS LETTER WAS "LOST"

A short time ago a buyer of hosiery for one of the large department stores of New York City was severely criticised for not acquiring a lot of seconds for a "sale."

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

He told the members of the firm criticising him that he did not know of their existence, and as he had an arrangement with the mill to notify him always of such lots, and a promise to give him first chance, he thought there was a breach of faith in letting a nearby and intense competitor have them.

"Very well," said the member of the firm, "see that every penny we owe So-and-So is paid at once and give them no more orders."

In a few days came a letter from the mill saying "you doubtless see that Blank & Company made a great success of the sale of our seconds. Do you not think you made a mistake in not taking them? We were a little surprised we did not hear from you in response to our offer."

This letter fell into the hands of the executive instead of the buyer. There was something of a scene. The buyer stoutly maintained that he had received no communication on the subject of "seconds." The mill as stoutly protested that it had written him.

The upshot of the whole thing was that the mill was requested to furnish a copy of the letter in dispute. They sent it. When it arrived the buyer was called to the executive's office and handed the copy.

"Ever see a letter like that before?" laconically inquired the member of the firm.

"Why yes," said the buyer.

"Well, there's the offer of the 'seconds'," was the reply.

"I beg your pardon," said the buyer, "that's about so-and-so; nothing about 'seconds' in that letter."

Then it transpired that the letter being two full pages long, closely typewritten and difficult to read, had started out on one subject, shunted to another, branched off to the offer of the "seconds" and wound up with a fourth topic.

The buyer recollected perfectly having received the letter, but being very busy that day, and knowing by sad and long experience that the mill's correspondent was long-winded and verbose had either put the letter aside after gathering what he thought was the gist of it, or had put it in the waste-basket, and hence he had missed the "seconds" which he wanted badly, and which the mill would much rather have sold him than his competitor.

One of the great manufacturers of to-day, his business topping the $20,000,000 mark annually, has been known to call several of his highest salaried employees into consultation for two or three hours to formulate the briefest possible advertising message to the public to be printed in the newspapers. Probably the time spent, not counting his own, cost that manufacturer several hundred dollars in salaries. He considered it money well spent. He is a stickler for brevity. Not a word that is unessential to convey the desired idea or impression must be used in any advertisement or letter that bears his imprint. He is a success, a *big* success. There is the answer to the query "is he an extremist?"

THE FATE OF HASTILY PREPARED LETTERS

A man at the head of a big retail store enterprise sat at his desk some time ago receiving his mail as his secretary opened it and laid it before him.

I am on quite intimate terms with him and he had asked me to smoke a cigar for a few moments until he glanced over a few letters and got his secretary started on the day's work.

I noticed that he tossed aside about three out of every four letters or passed them to his secretary with a word only and he treated them with about as much enthusiastic appreciation as a small boy regards the prospect of corporal punishment.

My curiosity aroused, I said, "What's the matter, were you in that list of millionaire real estate holders the papers published the other day, and are all these attempted 'touches' one of the penalties?"

"Nope," was the short reply.

"Well," said I, "it's fine to have a secretary you can rely upon to handle so many matters with so

From the Watch Tower

TAKING STOCK OF YOURSELF on New Year's Day is like talking things over with your wife. The way you survey past and future is almost identical in both cases. Suppose the two of you are checking up the past together: it is not usually the matters that are pleasantest to contemplate that you dwell on, but the errors, the plans badly laid or badly executed, the ambitions wrongly directed, the children overindulged or narrow-mindedly shackled, the needless misunderstandings, bickerings, recriminations, and heartaches. This is the mood in which you look back, alike when you chat with your better half or converse silently with the better half of yourself. Or suppose it is the future that is at issue. With what high resolve you peer at the horizon line. Now your surmise is all of the good things that may lie ahead: the confidence that you will be brave enough to slough off the littleness and weakness of long standing, the clearness of vision that will enable you to detect reefs in time, the resolve to be broad-minded and tolerant, the determination to resent the sight of injustice or untruth, the anticipated joy of noble deeds planned and accomplished. This is the rosy dream. Not all of it will or possibly can come true. But yours the task—alike in marriage and in all life—so to mold the future that each new year will make it less painful for you to look back upon the past—*Editorial from Collier's, Jan. 1st.*

Buy Your Paper As You Do Your Space

Bermingham & Seaman offer you the same service in buying paper, as your agency does in buying space. We place at your disposal an organization of experienced men whose incomes depend on their ability to help you get the best results in buying paper. They will not try to sell you one brand to the exclusion of another.

We furnish paper for any advertising purpose, yet you deal with only one firm. Our service is nationwide. We have offices in every advertising center. We are the largest organization of our kind in the country, disposing of the entire output of a number of the biggest mills.

Try out our service on your next booklet, catalogue, circular or house-organ. Although we supply many of the largest printers, advertisers, publishers and mail-order houses, no order is too small to receive our painstaking attention. Suggestions, dummies and samples cheerfully and promptly furnished.

BERMINGHAM & SEAMAN COMPANY

Radium Folding Enamel—Samson Offset Opacity—Crystal Enamel—Advance Bond —Elite Enamel—and other leading brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Buffalo Detroit

little specific instruction. I suppose the obviously unimportant is eliminated before this interesting and rapid-fire process of letter-passing begins?"

Then my friend had his secretary hand me 14 of the letters he had passed up with a glance and gave me permission to read them.

I know the man's business pretty well, and I know his attitude toward many things pertaining to it, and so I handed back three letters with the remark "better read these again." I had blue-penciled the points I wanted him to see.

"By George" he said, "I hadn't noticed that," and he immediately dictated a reply to one, gave instructions to secure quotations in connection with another, while the third he instructed to be noted for reference three days later.

Now if the writers of those three letters had taken pains to bring out the points they wanted to make as effectively as the blue underlining had done their respective objects would have been attained without the accidental assistance of a rank outsider.

ONE POINT AT A TIME

The most successful letter-writer I know, the little champion of them all, the title-holder against all-comers, is a small manufacturer in a Middle Western city who never permits himself the luxury of putting more than one point in a letter.

He claims 19 (I think it is) distinct points of merit for his product. His first letter of appeal cites the one he deems most important. Letter number two gives point two, and so on. His system wins out. Some day he'll be a *big* manufacturer. He knows his system is a winner and I venture to believe he will never depart from it.

T. P. Seymour Assistant to Emil M. Scholz

Theodore Palmer Seymour, who has been assistant secretary of the Publishers' Association of New York City, on January 1 becomes assistant to Emil M. Scholz, publisher of the New York *Evening Post.*

Why Advertising Tends to Standardize the Goods

National Advertiser Tells Why Values to the Retailer Are Better Than on Non-Advertised Articles—Extra Care Taken to Turn Out Only Goods That Are Perfect

THE following correspondence is given space in PRINTERS' INK because of the skilful exposition given therein of the benefit accruing from advertising—benefits that are shared by manufacturer, retail merchant and consumer:

ALEXANDER H. MEYER
MERCHANDISE REPORTING CO.
NEW YORK, December 16, 1915.

MESSRS. D. E. SICHER & CO.,
45 West 21st St., N. Y.
City

GENTLEMEN:—

I am gathering information to prove to merchants that they can buy very much better values in merchandise—*not nationally advertised*—than they can obtain by buying articles nationally advertised.

If you make anything which competes with any nationally advertised article, kindly send me a sample with full particulars of the merits of your article, in comparison with those nationally advertised, showing the difference in price.

This information I will collate and not only put before Congress, which might bring your wares prominently before the public, but send same out broadcast to merchants throughout the United States.

Awaiting your kind co-operation, I am,

Sincerely,
ALEXANDER H. MEYER.

December 17, 1915.

Mr. ALEXANDER H. MEYER,
17 East 22d Street,
New York, N. Y.

DEAR SIR:

We have your letter of December 16th stating that you are

gathering information to prove to merchants that they can buy much better values in merchandise that is not nationally advertised, than they can obtain by buying articles which are nationally advertised.

We, ourselves, can hardly agree with such a broad statement. Undoubtedly there are many articles that are not nationally advertised which are of better quality than some which are nationally advertised, but we believe that they are in the minority. We do believe that to be nationally advertised an article must have merit or the money spent in advertising it is wasted.

We put a trade-mark on our goods about a year and a half ago, and in a moderate way have made a start as a national advertiser. The owners of this business can tell you that never before have they taken such extra care to see that every little point about all of our merchandise is always made correctly, and that if we had not become an advertiser we would never have placed an extra reinforcement at the armholes of every garment which has an open armhole—a rather expensive manufacturing operation.

We do not place our trade-mark upon our cheap-end garments, like 25-cent Corset Covers and 50-cent Night Gowns. We are obliged, by the demand, to have such garments in our line, but we consider them too cheap to have our trade-mark.

It seems to us that if it were true that non-nationally advertised goods are of better value than those which are nationally advertised, that it would also be true that the retail dry goods store which doesn't advertise is better than the one which does advertise; and that a store which has no windows is better than the one which makes window displays; and that the store which has one clerk is better than the one which has one hundred clerks.

Our knowledge of the retail dry-goods stores leads us to believe that the vast majority are in favor of advertised brands; and that they especially would not prefer an unknown corset to a known one; an unknown man's collar to a known one, etc.

To refer to other fields, we believe that retail merchants prefer to sell a known line of men's hats to an unknown one, and a known line of food products to an unknown one, and we think that almost anyone would hesitate to buy an unknown automobile.

The principle that lies behind all advertising is involved in your question. We do not believe that it could be proved that a manufacturer or resident buyer who does not make himself known to retailers is better than the unknown manufacturer or resident buyer.

You state in your letter that you would collate and give prominent publicity to our wares before Congress and merchants throughout the country. In other words, you say that you would nationally advertise them. Would this make such wares inferior to those which do not get such publicity?

Very truly yours,
D. E. SICHER & Co.
WAM/EJB

Whitehead a University Instructor

Harold Whitehead, president of the American School of Business, Inc., has been appointed instructor of salesmanship at Boston University. His first course will be given in February. His remarks upon the course in salesmanship will be of interest generally:

"This, of course, will not be a lecture course by any means, but will be all class work and demonstrations of selling by students of their own line of goods. I feel the need in salesmanship instruction of making it practical to the last degree.

"It is an excellent thing to tell a man he must so approach his customers as to secure their favorable attention. But that is all intangible theory unless you turn around and actually demonstrate to the students *how* to approach so as to secure the right kind of attention."

To Manage Albert Frank & Co.'s Chicago Office

Willard N. Record, for nearly ten years Western representative, has been appointed general manager of Albert Frank & Co., of Chicago.

Louis E. Delson has been placed in charge of the "New Business Department" under the title of assistant general manager.

Here's to 1916—and Prosperity

With the largest volume of advertising and circulation ever received for a next year's business, we cannot help feeling that we're not mere theorists when we repeat that 1916 is going to be a mighty prosperous year for business generally.

Perhaps we're biased somewhat, for 1915 was a mighty good year for us—we gained 74,000 lines on Leslie's and 31,000 lines on Judge—and 1916's volume of business is going to be heavily in excess of 1915's.

We're not looking at the business world merely through the spectacles of our own business, however; the reports that come to us from almost every business we are in touch with advertisingly, and from our fifty branch subscription offices from Maine to California, support the prosperity news of the daily press that "business is good—and getting better."

Then, too, it looks as if Congress were at last going to "have a heart" for Business, and really let convalescent Business get back its strength.

Even in the periodical field, Leslie's isn't lonesome any longer in "pulling for" prosperity for every legitimate business, small or large.

Business is going to be good—for those who go after it

LUTHER D. FERNALD, ADVERTISING MANAGER
T. K. MC ILROY, EASTERN MANAGER
P. F. BUCKLEY, WESTERN MANAGER

Leslie's *Illustrated Weekly Newspaper*

Judge *The Happy Medium*

Members Audit Bureau of Circulations
Members Quoin Club, The National Periodical Association

WHY does Nujol emphasize it? Why are they spending thousands of dollars in magazine and newspaper space to make the approval of the Good Housekeeping Bureau a vital part of one of the greatest advertising campaigns of recent years—a campaign reaching 15,000,000 people through newspapers alone?

The Standard Oil Company of New Jersey is doing it simply because they believe Good Housekeeping's endorsement to be a factor of the utmost value in establishing this new product in the confidence of the intelligent American public. They are doing it because they realize how many hundreds of thousands of people buy or refuse to buy on the *yes* or *no* of this Bureau.

And this company is but the most recent conspicuous example of a number of successful national advertisers who have done the same thing for the same ends.

Does this help you to understand how widespread and how deep Good Housekeeping's influence really is—and how valuable to the advertiser?

Good Housekeeping Magazine

119 West 40th Street, New York City
C. Henry Hathaway, Advertising Manager

"Constant excellence of product—the highest type of competition"

If you are getting out a booklet---

the first thing to do is to choose the very best paper your appropriation will allow. You must find a paper that will justify the pains and expense of careful printing. You must find a paper that will give the proper typographical and artistic effects in just the proper way. You must find a paper that will represent you as convincingly and effectively as the highest type of well-dressed, well-groomed, well-mannered salesman. No matter what your requirements may be—provided only that they are high—you will find the finest special paper for your purpose in the five standardized styles of

Warren's Coated Printing Papers

***Cameo**-Dull Coated-**Silkote**-Dullo Enamel*
***Lustro**-Fine Glossy-**Cumberland**-Glossy*
***Printone**-Imitation Coated*

We will gladly send you our portfolio of specimen sheets and jobs. Write for it on your business letterhead.

S. D. Warren & Co., 163 Devonshire Street Boston, Mass.

Manufacturers of STANDARDS in Coated and Uncoated Printing Papers

If you find any difficulty in getting Warren Papers from your printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail

Initials and Monograms as Trade-marks

Recent Interesting Cases that Show What Is and What Is Not Possible

ONE more decision has lately come from the hopper at the United States Patent Office to afford proof of the exceptional care which must needs be exercised in the selection of trade-marks made up of initial letters or monograms. Readers of PRINTERS' INK are familiar with the flood of initial trade-marks that have appeared in the underwear field following the success of "B.V.D.," and something of the same conflict of interest that has been productive of so many lawsuits in the underwear trade and kindred lines has lately developed with respect to the trade-marking of cleaning compounds.

Issue was raised at the Patent Office when an attempt was made to register the monogram "J.T.R." as a trade-mark for a cleaning composition, whereas the initials "J.T." had already been registered as a mark for the same class of goods and this latter means of identification has a recognized place in the trade. Perhaps the greatest significance of the decision which was forthcoming when this case was carried on appeal to the United States Commissioner of Patents lies in the manifestation that the Patent Office tribunals are disposed to consider monograms and initials as intimately related. In other words, it is made clear by this decision that if a combination of initials selected for use as a trade-mark is accounted too much like separate initials already registered it will be futile for the proposer of the ineligible initials to hope to get around the prohibition by presenting them in the form of a monogram.

In passing judgment that "J.T.R." is "too near" the accepted mark "J.T." to allow registration, the reviewing authority cited various previous rejections in order to show the drift of Patent Office practice. It was recalled that "G & F" had been accounted an infringement of "G.F."; that "C.B." and "C.B.D." were regarded as too similar; that "J.B.D." had been held an infringement of "G.B.D."; that "B.A.S." was accounted an encroachment of "B.S.A.," and that "A.I." was rejected as too similar to "A.A."

Whereas initials or a monogram that do not encroach upon established rights are almost invariably registrable in simple form, the advertiser must be wary how he combines initials with other features or embellishments for trade-mark purposes. On one occasion the American Sugar Refining Company was refused registration for a mark consisting of the initials "H & E" superimposed upon a map of the United States, with the boundaries of the several States duly defined. The basis of refusal was that the mark in this form was geographical. Only recently, as was duly chronicled in PRINTERS' INK at the time, a United States Circuit Court upheld the registration of the trade-mark "C. & C. or Black Capsules," but that trade-mark had been registered under the ten-year clause of the trade-mark law, and if the mark in question was one newly created instead of having been in use for ten years prior to 1905, it is a safe guess that, whereas the initials might pass muster, the remainder of the mark would be rejected as descriptive.

MISSPELLED WORDS FROWNED UPON

Ingenious advertisers have endeavored now and then—with scant success, it must be admitted—to make use of single letters or initials in order to secure the registration of trade-marks that otherwise would be clearly unacceptable. A case in point was that of the American Optical Company, which endeavored to gain acceptance for "Fits-U" as a trade-mark for eye-glasses and spectacle frames. The application was rejected on the ground that the prof-

fered mark was a mere misspelling of the descriptive words "fits you." Then there was the case of Callahan & Sons, in which an attempt was made to register for use on Columbia Crushed Feed a mark consisting of a huge letter "C," used as the initial letter of "Callahan," "Columbia" and "Crushed." It was held that all three of these words being unregistrable for one reason or another, the letter "C" conspicuously displayed could not be employed to lift the ban.

A unique idea was that of the Crescent Typewriter Supply Company, which was ambitious to gain sanction for the use as a trade-mark of what was fundamentally the word "Orient" inclosed in a wreath. However, the makers of carbon paper and ink ribbons, supposedly suspecting that "Orient" would be rejected as geographical, sought to dodge the issue by printing the letters E and I as a monogram. It was a case, though, of love's labor lost, for the Court of Appeals at Washington decided against the Crescent company. The Gorham Manufacturing Company lost its case in the same court when it sought to compel the registration of a mark in which the initial "G" had a conspicuous place. The refusal here was due to the fact that the hexagonal figure, representation of a lion, shield and anchor, which were presented in conjunction with the initial "G," was held to comprise insignia of Great Britain.

"U.S." as a trade-mark has appealed to the imagination of numerous advertisers, but the use of these letters has never been granted to anyone. A rather notable case involving an attempt to secure the acceptance of "U.S." was that of the U. S. Sanitary Manufacturing Company, which had, of course, special reason for desiring such a trade-mark. However, it was held that the letters "U.S.," by reason of their common usage by the Government upon army and navy accoutrements and upon other articles of merchandise—particularly when placed upon a simulation of the United States shield, as proposed by the Sanitary Manufacturing Company—must be regarded as public insignia which is prohibited from trade-mark use. Furthermore, objection was raised that the use of such a mark would tend to induce the public to believe that the goods bearing it were made by or had the official approval of the United States Government.

WHEN FIGURES MAY BE USED

Initials or letters when employed to indicate the model, size, quality or pattern of a given class of articles may not be registered as trade-marks. This principle was laid down long ago in the case of Candee, Swan & Company vs. Deere & Company, plow manufacturers, and it has been reaffirmed repeatedly. The same thing is true of numbers. At least that was the mandate handed to the Humphrey's Homeopathic Medicine Company with respect to its use of numerals to identify specific remedies for various ailments. On the other hand, in the case of Gillott vs. Esterbrook, the numerals "303" were held to be a valid trade-mark for pens, and in the case of American Solid Leather Button Company vs. Anthony, Cowell & Company the court ruled that an arbitrary combination of figures, if used for the purpose of indicating origin as well as style or quality, constitutes a valid trade-mark. In the latter case the judge went on to say that under such circumstances it was always a question of how the figures had been used.

Evidently many manufacturers feel that it would be an advantage if they could register as trade-marks the initials, letters (or as has been explained, the figures), which they use in their catalogues or elsewhere to denote class, quality or model. The fine point involved, under such circumstances, is whether the Patent Office and the courts can be induced to take the view that such initials or letters indicate origin or ownership, rather than mere style or trade classification. Thus, in the case of Stevens Linen Works vs. William & John Don & Company, the complainant was represented to have adopted certain letters to designate the grade and quality of its goods,

at the same time having a general trade-mark which it applied to all the goods. It was held that such letters did not indicate origin or ownership and could not be made the subject of a trade-mark.

A controversy in which the Amoskeag Manufacturing Company figured revolved around the same point. Here the complainant manufactured ticking and marked its product with a label, consisting of a device in the center of which was placed the letter "A," "B," "C" or "D," according to the quality of the goods. Subsequently it began to manufacture a better grade of ticking than had previously been turned out, and on this was used the same style label with the letters "A.C.A." The court, finding the facts as above given, arrived at the conclusion that the initials or letters merely indicated grade or quality and held that the manufacturer could not get an injunction against a rival who used the same initials in connection with a different label of his own creation. So, too, in a dispute between the Lawrence Manufacturing Company and the Tennessee Manufacturing Company the courts held that the use on sheetings of the letters "L.L." merely indicated grade or quality, rather than performed a bona fide trade-mark function.

Priority of adoption and use usually determines who has the right to use initials for the trade-mark rights to which there are several claimants. In a clash between Charles Jacquin et Cie, Inc., and Gourd, over a trade-mark embodying the initials "D.O.M.," it was brought out rather strikingly that in a mark involving the use of initials the question is likely to arise whether or not the initials are the essential feature of the trade-mark. And just here it may be emphasized that the essential feature of a trade-mark is not that which the owner would fain have considered the essential, but rather that which the general public would be most likely to regard in this light. On this score, too, there might be instanced the case of the Columbia Incandescent Lamp Company, which put forth a trade-mark consisting of the word "Columbia," etc., but with the word subordinated to a huge "C." However, it was held that nevertheless "Columbia" constituted the essential feature of that mark.

Too much latitude in the use of the initials "V.O.S." was responsible, in the case of J. W. Epperson & Company vs. Bluthenthal, for a failure to gain redress for alleged trade-mark infringement. The letters "V.O.S." were used in connection with the words "Rye Whiskey" on labels and in conjunction with the words "Fine Old Whiskey" blown into the bottles. It was testified at the trial that the initials "V.O.S." were understood in the trade to signify "Very Old Stock," and when it was likewise shown that the article sold under these initials was a blend of no age and of inferior quality, the court ruled that the misrepresentation was sufficient to prevent the giving of any satisfaction for trade-mark infringement.

ATTITUDE OF CUSTOMER THE TEST

The mental attitude of the customer in front of the counter is what the Patent Office authorities desire to approximate in passing judgment upon initials or monograms that come close to one another. Thus it was decided that an "interference" exists between the marks "F.F.F." and "F.F.F.G." because there is not enough difference between the two marks to prevent the ordinary buyer being deceived. The Smith & Hemenway Company was informed at the Patent Office some time since that a mark comprising the representation of an anchor surmounted by a crown with the initials "S." and "H." near the opposite sides of the shank of the anchor was "anticipated" by a mark comprising a representation of an anchor with an arrow and a star superimposed upon the shank of the anchor. But in a dispute between the W. Bingham Company and G. W. Bradley's Sons the Patent Office ruled that a trade-mark comprising the initials "X.L.C.R." pierced by an arrow does not so nearly resemble a trade-mark that comprises the letter "B" pierced by an arrow as to confuse the public mind.

In the case of M. M. H. Mueller Manufacturing Company vs. A. Y. McDonald & Morrison Manufacturing Company a United States Circuit Court ruled that a trade-mark for plumbers' supplies, consisting of a shield-shaped space bearing the letters "H.M." with a figure of a diamond between the letters, is not infringed by a mark consisting of a diamond-shaped space bearing the initial letters of the principal parts of a firm's corporate name. In the case of the Lester H. Greene Company vs. Scott & Bowne the Patent Office held that the owner of a trade-mark, consisting of the letters "P.P.P." in a triangle and the words "Scott's Emulsion," could prevent the registration by another firm of a mark consisting of the letters "P.P.P." in a triangle. Underwood Typewriter Company has been able to protect its trade-marked monogram, "U.T.," against a monogram of the letters "T.U.S.Co.," offered by Universal Stenotype Company.

The B.V.D. Company is still fighting a decision that "P.C.G." is not dangerously similar to "B.V.D." A cigar manufacturer failed to show that his business in the sale of the "B & M" brand was injured by a new line of goods put out under the mark "P & M"—formed from the initials of the makers. The outcome of a debate between the M & S Cocoa & Chocolate Company and the Premium Chocolate Company was that the initials "B.N.&S." applied to chocolate infringes "M & S." A mark "XX" has been declared deceptively similar to a mark consisting of the letter "X" with a star in the center, but the monogram "J.B.&S." in a circle has been held not to be too similar to "J.P.S." in a circle. In not a few instances the initials of members of a firm have been utilized to form a coined word, as, for example, "Kalem," the trade-mark of a well-known brand of motion pictures.

Philip Dodd, formerly director of publicity of the National Lamp Works and for the last two years with the M. P. Gould Company, joined the J. Walter Thompson Company on December 13.

Seasonable Copy for Good Will Purposes

Seizing the moment to get in some good-will advertising, Borden's caused to be inserted in the daily press an advertisement headed "The Weather vs. The Milk Supply." It was said at the time in the newspapers that the milk supply had suffered no such interruption as this since the blizzard of '88.

The ad read in part:

"The delay of the milk train made it impossible to deliver your milk with any degree of regularity, but if you realize what it meant for the farmer to get his product to the country bottling plant, the railroad man to move the train and the milkman to deliver the bottle of milk at your home, we feel sure that you will be willing to overlook the inconvenience and many hardships which you have been asked to endure."

The ad went on to explain that during the season of stress the company used all its fluid milk available to supply its bottle trade milk that ordinarily would have gone into the manufacture of their condensed milk.

The situation was frankly explained, the obvious viewpoint being that the public was fair and if given the facts would bring in no unjust verdict.

Hartman Furniture and M. O. Business Incorporates

A $12,000,000 corporation has been formed to take over the business of the Hartman Furniture & Carpet Company, of Chicago, and its affiliated stores in five Western cities, the Hartman mail-order business and the Universal Phonograph Company.

The business was founded in Chicago in 1888 for the purpose of selling household goods on credit. The mail-order department was established in 1907.

F. A. Leland with "Photoplay"

Frederick A. Leland, formerly secretary of the McBride, Nast Company and advertising manager of *House and Garden* and *Travel*, has been appointed to the staff of *Photoplay Magazine*. He will be associated with Ernest R. Strempel in the management of the magazine's Eastern office.

Manufacturer Samples at Church Suppers

The J. L. Kraft & Bros. Company, manufacturer of Elkhorn Cheese, is getting distribution on Elkhorn Tasty Cheese by distributing small samples, put up in attractive tin-foil packages, at church suppers to be served with the dessert.

Crisp with Van Hoesen

Richard Crisp, formerly advertising manager of the Bishop-Babcock-Becker Company, of Cleveland, and more recently with the Krohmer Company, Chicago, has joined the staff of the H. M. Van Hoesen Company, Chicago.

Mitchell MITCHELL-LEWIS MOTOR CO.
MANUFACTURERS OF
AUTOMOBILES

CABLE ADDRESS "MITCHELL"
IN REPLY REFER TO INITIAL

RACINE, WIS. U.S.A. Dec. 21, 1915.

Charles Scribner's Sons,
New York, N. Y.

Gentlemen:-

I have read with a great deal of interest the booklet mailed to me recently entitled "Question of American Prosperity".

This is the most concise summary of the financial situation at the present time as I have seen. It is such a statement that I would like to have all of our organization throughout the United States read it with the idea in mind of circulating this booklet to about 300.

I would like to have you send them to me immediately by express together with invoice as I think they are well worth whatever they may cost to us to have the facts, as pointed out in this little booklet, in the hands of our whole organization.

Hope to hear from you by return mail.

Yours very truly,

MITCHELL-LEWIS MOTOR CO.

General Sales Manager.

OCF:HR

If editorial worth *plus* cold facts were the standard by which advertising media were measured Scribner's would be making sales and building prestige for you.

THE AYER & SON ADVERTISEMENT
(*Continued*)

waters of the seven seas. Camden's licorice-sticks make glad the hearts and sticky the fingers of slews and slews of kids. Camden talking-machines are heard farther than that famous shot fired by Lexington's embattled farmers. Advertising has spread the fame of Victor Talking Machines and Campbell's Soups, perhaps beyond the wildest dreams of those who founded these concerns. A more recent recruit to the list of concerns that are helping to make their products and Camden famous is our valued client, The Fiberlic Company, whose improved wallboard has marked an epoch in building construction.

Things are humming in Jersey. The buzz of the omnipresent, carnivorous mosquito is heard throughout the lowland portion of the State, while up Paterson way the whirring of the looms in the world's largest silk mills is a most welcome sound, for the hum of industry betokens prosperity. But in some ways the pesky skeeter can give Mr. Jersey Manufacturer a pointer or two. He never overlooks an opportunity. Consider the tremendous quantity of Jersey-made goods that are sold to the metropolitan jobbing houses and department stores — unbranded. What a reputation—what a demand might be built up—what virtual insurance of a stable demand for his products the manufacturer might enjoy were these goods trade-marked.

In the main, New Jersey is alive to the advantages of sound, consistent advertising and the possibilities thereof. In consideration of her comparatively small area she boasts a large and growing total of national advertisers. Nevertheless, there is room for more—and need. New Jersey does not have to go outside her own borders to find examples of successful enterprises that owe their great growth to the double team of sound business brains and advertising. The picture of the Rock of Gibraltar suggests the Prudential Insurance Company just as much as it does the English fortress. Who is not acquainted with the Franco-American Boy as he is pictured sampling one of his soups? "Dri-Foot," Colgate, Mennen, are names familiar to the general public. Empire Cream Separators and Iron Age Agricultural Implements are just as well known to the farmer.

Trenton boasts the largest pottery industry in the United States, and the tremendous Roebling wire plant. Among the progressive concerns in Jersey's capital city is our client, the Empire Rubber and Tire Company, whose excellent red rubber tires are making just as much of a wide impression on the general public as they are making on the highways and byways of our land.

Close to Trenton is Lambertville, and in this town is the home of the Lambertville Rubber Company, with which concern we have the pleasure of co-operating in the handling of the advertising of their Snag-Proof Boots.

One of our most widely known New Jersey clients is the Joseph Dixon Crucible Company, whose lead pencils are daily used by millions, whose graphite lubricants are constantly used and highly endorsed by practically all the noted drivers in the great automobile speed classics. The manufacture of these and other products has built up one of the largest industries of Jersey City—a great industrial center.

Another progressive Jersey concern numbered among those who have joined forces with Advertising Headquarters is H. B. Wiggin's Sons Company, of Bloomfield, whose high-grade interior finishing materials have added to thousands of homes an artistic and beautiful touch.

What is sauce for the goose is sauce for the gander. What many Jersey concerns have done, others can do. And, speaking of sauce—cranberry sauce, indispensable to the turkey dinner as is water to

(*The Ayer & Son advertisement is continued on page 43*)

THE AYER & SON ADVERTISEMENT
(*Concluded*)

the duck, is made from one of the products of the Jersey bogs. Jersey produces over half of Uncle Sam's cranberry crop annually. The cranberry growers of New Jersey have formed an association to advertise their product and insure its being marketed with the minimum of waste and loss caused by former unorganized efforts to dispose of it.

Back in the days before the State was divvied up between Lords Carteret and Berkeley, things hummed in Jersey. There were so many nationalities, so many factions laying claim to the land that the settlers used to wake up every morning wondering just who was boss around there. And with so many claimants, the bullets were humming pretty regularly. The Swedes were on the Delaware, and on the Hudson it was the Dutch. Thus Jersey was between two fires.

Now the hum of industry has supplanted that of the bullet. The people are engaged in more peaceful pursuits. Jersey's manufacturers employ half a million people and her oil-refining and fisheries industries add materially to her prosperity. Jersey has done big things and at present is doing them. Her future is roseate. When the projected ship canal from the Delaware River to the Atlantic shall become a reality, her prosperity should know no bounds.

Now Advertising Headquarters is just across the river from Jersey, whether it be the Delaware or Hudson, instead of the Swedish and Dutch traders. Our mission is constructive. We may well state, with pardonable pride, that we are laboring not in vain in behalf of twenty schools in New Jersey and other clients as enumerated. We can be of similar assistance to others in Jersey. The Macedonian appeal will find us ready to come over and help.

N. W. AYER & SON
Philadelphia
New York Boston Chicago

America's Opportunity is now knocking at her door

Readers of History will appreciate this at once by recalling how the enormous over seas trade of England was built up by her great Merchants when other nations were "otherwise engaged."

You can't capture a market like

Great Britain

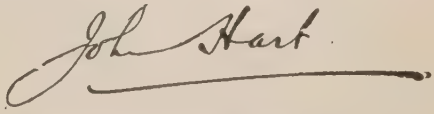
in a few months, but you can test it by using

London Opinion

The paper that goes into the middle class homes and stops there.

Your message is favourably considered by these people, for our guarantee ensures that.

Further information is yours for the asking.



Advertisement Manager
LONDON OPINION
15 York Bldgs., Adelphi, London, Eng

Dealer Defends Manufacturer Selling Mail-Order Houses

Members of the farm implement trade have come frankly into the open of late with an admission that old-fashioned methods of merchandising on the part of both manufacturers and dealers, involving long credits and similar factors, have given mail-order houses a price advantage which it has been contended heretofore represents difference in the quality of the goods.

In a letter to a trade journal, explaining why it handles goods which are also sold through mail-order concerns, the Butterfield-Elder Implement Company, of Moscow, Idaho, implement retailers and jobbers, said:

"These manufacturers are our friends, and we do not care whether they sell the mail-order houses or not. The mail-order house has come to stay, and the quicker the old-line manufacturer wakes up to the fact the better for him and the retailer.

"We don't like the overhead expense that the old-line manufacturer has in his system of doing business. He consigns machinery to poor implement dealers, which the good dealer has to pay for in the long run; and the same with the host of special salesmen and travelers.

"When the old-line factories get through consigning goods and starting up irresponsible dealers in business, without capital or experience, who make much harder competition than any mail-order house, we will be willing to give them credit for their much-heralded loyalty to the home dealer."

The editorial comment which appeared in the paper in connection with the letter was as follows:

"It is acknowledged by good thinking retailers that there is a spread between the price of goods handled by mail-order houses and those sold generally through implement dealers. This spread must be reduced, in the opinion of live dealers, or a great deal of trade will continue to go to mail-order houses instead of remaining at home, as it would if prices were equalized."

Victor Vacuum Cleaner to Be Advertised

Clarke Helme Loomis, who has been appointed general manager of sales and advertising by the Victor Vacuum Cleaner Company, of Cleveland, has arranged for an advertising campaign in 1916 in periodicals and newspapers that will probably amount to between $65,000 and $85,000.

Cummins Leaves New York "Tribune" for Film

Samuel Cummins has resigned from the advertising department of the New York *Tribune* to take charge of German war films upon which he has secured American rights. In the past he has been connected with the *Evening Mail, Morning Telegraph, Press,* of New York.

Coupon to Dealers Counts Toward Premiums

The Fitz Chemical Company, Phillipsburg, New Jersey, manufacturers of Dri-Foot, a waterproofing for shoes which is being advertised in magazines, places in each package a dealer's coupon which is taken out by the dealer when the package is sold. On the back of the coupon the following message is delivered to dealer and clerks: "This premium certificate is issued as an appreciation of the co-operation of our dealers' salespeople who push our products.

"It is not redeemable and should not be removed until the package with which it is put up is actually sold to the consumer.

"Push our products. Save these coupons. And send for our free Premium Catalogue and Premium Order Blank."

Caption Attracts Ford Owners

The Peaslee-Gaulbert Company, of Louisville, Ky., is using a line of newspaper advertising to promote its $3 automobile painting outfit, which is featured for use especially by Ford owners, and for home painting, of course. The caption is, "Here's a New One on the Ford," while another interesting feature of the display is the use of a black-face figure three, forming the background for the words, "Days," "Cans" and "Dollars," which are outlined against the figure. The company is distributing the product through dealers, and also supplies consumers direct.

Dealers' Good Will for Unbranded Line

The Juergens & Anderson Company, of Chicago, diamond dealer, is developing trade good will by furnishing customers and other members of the jewelry trade sepia reproductions of pictures of moving-picture actresses for window display purposes. As the house sells no named line, the pictures carry no advertising, but are displayed merely for their attention-getting qualities.

Navy Publicity Bureau to Stay in Indianapolis

Indianapolis business men have raised such violent objections to the Navy Department's intention of removing its publicity bureau to the Great Lakes Training School near Chicago that it has been decided to leave it where it is for the time being. It is contended that the maintenance of the bureau in Indianapolis means $100,000 annually to that city.

A New Citrus Advertiser

The H. C. Schrader Company, Jacksonville, Fla., has started an extensive campaign in Chicago on "Balls of Juice" oranges and grape fruit, which are wrapped in tissue and packed in a handy-to-handle family box containing a half bushel—50 to 70 oranges and 18 to 30 grape fruit. A booklet of recipes is mailed free on request.

How the Law Against "Tying Contracts" Affects Business Men

One of the Commonest Forms of Business Transactions Outlawed Under the Clayton Act

By Gilbert H. Montague
of the New York Bar

VII

IF there is one point at which the average business man becomes certain that the anti-trust laws do not apply to *him,* it is when we begin to discuss the subject of "tying contracts." It is the common view that a "tying contract" is the ingenious invention of certain super-subtle malefactors of great wealth and immense power, and that Section 3 of the Clayton Act was written for the direct purpose of getting at them. That purpose is one which the ordinary small business man is willing enough to applaud, and he generally gives no further thought to the subject of "tying contracts," for, as he says, "we don't use them in *our* business."

Now the probabilities are that that same business man who so lightly brushes aside Section 3 of the Clayton Act, will put on his hat forthwith and proceed direct to the office of his best and largest customer. After the usual amount of jockeying over prices, terms and delivery dates, an order is signed in duplicate, and Mr. Business Man emerges with his copy safely buttoned up in his pocket. Tying contract? Not a bit of it! Merely an order from the customer for a year's supply of a certain material or equipment at a certain price. Mr. Business Man agrees to furnish all the material his customer will need for a year, with a certain minimum quantity guaranteed. It is done every day; railroad companies buy that way, so do industrial corporations, institutions, municipalities, even Uncle Sam's Government itself.

True—but let us examine Section 3 of the Clayton Act when it is boiled down to its lowest terms. "It shall be unlawful," we find, "to lease or make a sale or contract of sale, for goods, patented or unpatented, for use, consumption or resale, or fix a price, or discount on or rebate from such price, on condition that the lessee or purchaser shall not use or deal in the goods of a competitor of the lessor or seller, *where the effect may be to substantially lessen competition or tend to create a monopoly in any line of commerce.*" Now if Mr. Business Man's contract of sale, which prevents his customer from dealing with a competitor for a whole year, does not "substantially lessen competition" or "tend to create a monopoly" it is all right. But as I have remarked before in this series of articles, nobody on earth knows exactly what those phrases really mean. One thing is quite certain, however. Our hypothetical business man has made a "tying contract" squarely within the meaning of the Clayton Act. As a matter of fact, the vast majority of business men do make "tying contracts" of one kind or another, and the only thing that stands between them and the condemnation of the law is the possibility that the courts will put a liberal construction upon the phrase "to substantially lessen competition."

MANY OTHER CONTRACTS IN THE SAME CATEGORY

Nor are those contracts for a year's supply the only kind of "tying contracts" which business men are in the habit of making. There are in addition exclusive-dealer contracts, contracts for repair and spare parts, contracts for premiums and trading-stamps, contracts for dealers' helps, and

Copyright, 1915, by Printers' Ink Publishing Co.

a whole galaxy of contracts for the sale of one line of goods at a certain price provided other goods are also purchased. Many manufacturers sell a piece of machinery or other equipment at a nominal price, upon condition that the supplies or material used with the primary purchase shall be purchased exclusively from them. That was the situation in the famous mimeograph case (Henry vs. Dick Co., 224 U. S. 1), which was decided by the Supreme Court before the Clayton Act was passed. In that case it was declared to be lawful for a manufacturer to sell a patented machine on condition that the purchaser of the machine should buy supplies exclusively from him. Some believe, however, that the passage of the Clayton Act has gone a long way towards overruling the Dick decision.

Cases under the Clayton Act are not very plentiful up to date, but such as have been decided are not reassuring so far as they involve "tying contracts." One extremely suggestive case was brought in the United States District Court for the Western District of Michigan, and involved the use of a patented button-fastening machine (Elliott Machine Co. vs. Center, not yet reported). The points involved are sufficiently clear from the following words of the court, in overruling a motion to dismiss the action.

"According to the allegations of the bill of complaint," said the Court, "plaintiff is the owner of three patents for improvements in button-setting machines and attachments thereto. It is, and for several years has been, manufacturing and leasing or licensing shoe-button-attaching machines constructed under its patents, and, in so doing, is and has been engaged in interstate commerce throughout the United States. Prior to the enactment of the Clayton Anti-Trust Act, so-called, in October, 1914, plaintiff's machines were loaned or leased to users, including the defendant, on the condition that only its wire should be used in their operation. Attached to each machine so loaned or leased was a metal plate bearing the following inscription:

"'This machine is the property of the Elliott Machine Company and is loaned to and accepted by the user to use wire furnished under the company's trade-mark only.'

"No other agreement than that stated upon the plate was made with defendant or other users. Plaintiff's wire, the use of which was thus required, was put up in coils. Each coil contained a sufficient amount of wire for one thousand operations of the machine, which was so constructed as to lock automatically upon the completion of each one thousand operations. For that reason, a key with which to unlock the machine was attached to each coil of wire. The wire and key were furnished by plaintiff to its customers for about 85 cents per coil, which included both the price of the wire and the royalty for the use of the patented machine to fasten one thousand buttons.

"Since October, 1914, plaintiff, believing that the further continuance and performance of its former contracts would be a violation of Section 3 of the Clayton Act, has notified the users of its machine, including defendant, that they will no longer be required to purchase or use its wire, and that a royalty of 75 cents must be paid for the use of each machine to make one thousand operations or to fasten one thousand shoe buttons. Plaintiff has continued to manufacture wire, but sells the same, without the key, for ten cents per coil, which is a fair price for the wire alone without any royalty for the use of the machine.

"Defendant has purchased wire from plaintiff's agents at ten cents per coil and has continued to use the patented machine, but has refused to pay the royalty demanded. This suit is brought to restrain further alleged infringement of plaintiff's patents and for the usual accounting. Defendant's motion to dismiss is founded primarily upon the claim that Sec-

Two New Subways in Philadelphia

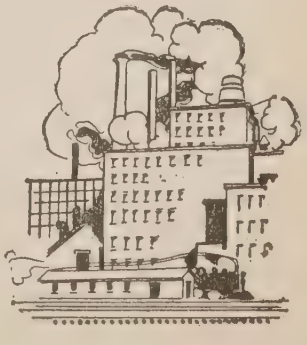
—and both started at the same time. Philadelphia is building again—new factories, new stores, new offices, new homes, new apartments.

Prosperity rules in Philadelphia. Mills are running full time, industrial stocks have nearly doubled their value. Philadelphia is making money and spending it.

Philadelphia's buying power is stronger than ever. Especially enjoying the surge of prosperity are the thousands of owners and executives—men with better-than-average incomes; whose families are greater-than-average buyers.

Almost without exception these families read the Ledgers. For the Ledgers are the only papers that—advertisingly and editorially—give them the news they seek in exactly the style they want.

160,000 families of better-than-average income is the best field for most advertisers. It is the exact field of the Ledgers. The combination rate for the two Ledgers is 25c per line.



PUBLIC LEDGER
EVENING LEDGER

INDEPENDENCE SQUARE
PHILADELPHIA

To National Advertisers:

Draw a line, due east and west, through Beacon and Newburgh. Give all of New York State, south of that line to the New York City newspapers—that's their advertising field.

QUESTION:—"How can you cover the balance of New York State, in the cheapest and best way?"

ANSWER:—You can blanket New York State, outside of New York City and its suburbs

DAILY With
The Knickerbocker Press
The Syracuse Post-Standard
The Rochester Democrat-Chronicle
The Buffalo Courier

SUNDAY With
The Knickerbocker Press
The Syracuse Herald
The Rochester Democrat-Chronicle
The Buffalo Courier

ADVICE:
Think it over and investigate.
With best wishes for the Year 1916,

Sincerely Yours,

Lynn J. Arnold

Pres. The Knickerbocker Press

Dated Albany, N. Y.,
Dec. 25th, 1915

tion 3 of the Clayton Act is not retroactive and cannot affect contracts, like the one here involved, made and entered into before its enactment.

"The statute does not in terms except from its operation any agreement or contracts, past, present or future, and, in the absence of such exception, it is to be presumed that Congress intended to prohibit not only the making of future contracts, but also the further performance of past contracts of the kind specified."

Now it is evident from the foregoing that the court considered the earlier form of contract a violation of the Clayton Act—in other words, the court believed that it did "substantially lessen competition" and "tend to create a monopoly." It restrained competitors from selling any wire to the users of this particular type of machine—not such a terribly serious restraint it would seem, yet serious enough to be held in violation of the Clayton Act. And if it substantially lessens competition to make a contract for the exclusive supply of wire to a particular button-fastening machine, what shall be said of an agreement to supply a railroad with all the brake-shoes that are needed for a year, or an exclusive contract to manufacture letter-boxes for Uncle Sam's Post Office? What about the automobile manufacturer who agrees to make a certain kind of carbureter "standard equipment" for the coming year, and thereby shuts out competing carburetor manufacturers? What about the incandescent lamp manufacturer who contracts to furnish all the lamps needed by a factory, or an apartment house, or a school building? If those contracts "substantially lessen competition" they are illegal, and there's an end of it.

As a matter of fact, the Clayton Act does not stand altogether by itself so far as this particular prohibition is concerned. A number of States have laws which contain similar provisions, and these laws have been construed in the courts at one time or another. Many people suppose that the courts will construe the Clayton Act in harmony with these decisions of the State courts, and it is worth while to indicate briefly just how drastic those decisions have been. For example, here is a case decided under the Massachusetts law (Commonwealth, vs. Strauss, 188 Mass. 229, 74 N. E. 308), in which the Court said:

"The defendant was a salesman employed by the Continental Tobacco Company to solicit orders from purchasers, and forward them to the office of his employer, in New York City, to be filled. The evidence tended to show that he sold tobacco to the persons mentioned in the indictment as purchasers, at list prices, agreeing to give them a trade discount of two per cent, and, if the bill was paid within 10 days, a further cash discount of two per cent, and, if they handled the plug tobaccos of the Continental Tobacco Company exclusively (that is, handled and dealt in no plug tobacco made by any manufacturer other than the Continental Tobacco Company), to give them at the expiration of a stated period a further amount, equal to six per cent of the amount of their purchases during such period. The defendant introduced no evidence. Various requests for instructions to the jury were made by the defendant, which we need not consider in detail. The presiding justice refused these requests, and, subject to the defendant's exception, instructed the jury as follows: 'Upon all the evidence, if you are satisfied that the defendant, acting for the Continental Tobacco Company, offered for sale to the person or concern named in either count of the indictment the plug tobacco made by the Continental Tobacco Company upon more favorable terms if such person or concern should not sell or deal in the plug tobacco of any other person, firm, corporation, or association of persons, it will be your duty to find the defendant guilty under any such count.'" The Supreme Court held that this was too broad, and reversed the conviction.

But, in the Texas case of Jersey Creme Company vs. McDonald Bros. Bottling Company (152 S. W., 1187), the defendant agreed to give the plaintiff the exclusive right to bottle Jersey Creme, a drink, in a certain part of the country, and the plaintiff agreed to use the defendant's copyrighted labels and bottles and to buy syrup from the defendant for making the drink. The court held this contract to be unenforceable because in violation of the anti-trust statute of 1903.

Other cases in the State courts could be cited to show that the construction of some of these laws leaves very little margin to the maker of a "tying contract." How closely the Federal Courts in interpreting the Clayton Act will follow the lead of the State courts in interpreting the State statutes is, of course, problematical, but very cautious lawyers have already begun to advise that it is not safe to rely too confidently upon the saving grace of the clause "to substantially lessen competition."

Now it is hardly consistent that the Government should institute proceedings against any manufacturer solely because he is in the habit of making "tying contracts" with his customers. As I have pointed out, the Government is itself a party to such contracts in connection with almost everything it buys for its own use. "Tying contracts" may, however, represent very important bits of evidence when taken in connection with other acts in an anti trust prosecution. Furthermore, the passage of the Clayton Act has multiplied the possibilities of getting into trouble through actions brought by individuals who may consider that they have been injured.

HOW THE LAW MAY BE PRACTICALLY APPLIED

There are, in fact, five ways by which the Clayton Act may be invoked against business men. First, the Government may start an action through the Department of Justice. The probability of that is not entirely remote, even when there is only a question of "tying contracts" involved. The Government is now prosecuting the United Shoe Machinery Corporation on a charge based largely upon a system of leases which are alleged to be in violation of Section 3 of the Clayton Act, and "tying contracts" have figured prominently in a number of consent decrees which the Government has obtained. For example, we find in the decree against the American Coal Products Company the following:

"(g) That said defendants and each of them are forever enjoined and prohibited from making or enforcing any contract whereby a purchaser of one line of material, such as tarred felt, shall be compelled to purchase from defendants or any allied interest any proportion of other material."

Second, a system of "tying contracts" may be made the basis of an action by the Federal Trade Commission. That also is hardly remote. Third, an individual who shall deem himself injured by such contracts may sue for three-fold damages. Now we are getting closer home. Fourth, the same individual may sue for an injunction, to prevent the carrying out of the contract. Fifth, the Clayton Act may be invoked as *a defense* against actions brought to force the completion of a contract, the payment of debts, etc. The possibilities contained in the last three methods of approach have not been thoroughly appreciated by business men.

Let us assume that I am a dealer in office equipment, and have the exclusive agency for a certain line of filing cabinets. I have an understanding with the manufacturer that I am not to handle competing cabinets, in return for which I have the exclusive sale of his cabinets for my territory. In the course of time I become careless in my business methods, and am slow about making remittances for my purchases. In short, I fail to live up to my end of the agreement, and the manufacturer takes his line away from me. One of my competitors is now the manufacturer's exclusive dealer, and

(*Continued on page 55*)

WOODWARD
ST. LOUIS

Dead Timber

drifting aimlessly and cast high and dry in the first shallows of advertising will never burgeon for humanity, however hotly the beams of publicity beat upon it.

We seek young sapling accounts with room to grow in; or those far-spreading forest kings whose branches are evergreen, or put on new publicity perennially.

The woods are full of them. To such as meet our ideals for Conservation we offer firm rooting and jealous protection from the underbrush of competition.

The Advertising Agency of
WOODWARD & TIERNAN
PRINTING COMPANY
SAINT LOUIS, U. S. A.

WOODWARD
ST. LOUIS

Somewhere on

Poster Advertising

OFFICIA

IVAN B. NORDHEM CO. ..... Marbridge Building, N Y.
A. M. BRIGGS CO. ..... Peoples Gas Building, Chgo,
AMERICAN POSTER CO., Inc. ..... 110 W. 40th St., New Y C
THE A. DE MONTLUZIN ADVTIS

ɔur Sales Map

there is a state or a district which has always been your thorn in the flesh. Use that field for a thorough Sales and Poster Advertising campaign. You've tried everything else and they've failed. We have confidence enough to ask you to make this, the most severe of tests and judge Poster Advertising by the result. You will find that the age of miracles hasn't passed.

Tell us the territory and we will send you rates.

ssociation 1620 Steger Bldg. Chicago - Illinois

SENATIVES:

GEO E ENOS THROOP, Inc. ..... 8th Floor, Tower Building, Chicago, Ill.
C. R. TCHISON ..... Atlanta, Ga.
POST R SELLING CO. ..... 722 Chestnut Street, St. Louis, Mo.
..11 Union Trust Bldg., Cincinnati, O.

Can you feel that way about *your* letters? Do they impress a busy man at a glance as worth reading? Before you sign the next one think it over. The *apparent* importance of your letters is what gets them read, and unread letters bring no orders.

To make your letters *look* their importance, use a striking letterheading on good, substantial Construction Bond. It has the feel and crackle of true quality; it invites confidence. Also, you will secure a well executed letterheading when you use Construction Bond. Only the best equipped and most competent manufacturing stationers can offer it.

Near you—and in the 200 principal cities of North America—there are responsible printers and lithographers who buy Construction Bond direct from us in large quantities and carry it in stock. The result for you is always prompt service on stationery of manifest quality and character. Unusual value is assured by our large volume and economical, direct method of distribution.

For Stationery Above the Average Specify

CONSTRUCTION

BOND

You ought to know the names of those concerns in your locality who produce fine stationery on Construction Bond. Ask us now, and receive free our collection of noteworthy specimen letterheads. They may help you improve your own. Our three leaflets on the use of sales letters may contain an idea you could use. We send them free. Please write on your business stationery.

W. E. Wroe & Co., *Sales Office: 1004 S. Michigan Ave., Chicago*

the manufacturer begins to press me for the $1,000 I owe him on past transactions.

Let us further assume that I am inclined to be nasty about it, and that I retain a lawyer who has given up ambulance-chasing for more profitable fields of labor. The manufacturer brings suit against me for the $1,000 I owe him. I reply with a suit under the Clayton Act, for three times the damages I have sustained by reason of the illegal "tying contract" with my competitor; I ask for an injunction restraining any further enforcement of that contract; and I claim that the debt of $1,000 is not collectable because it was incurred in the course of an illegal transaction. My original contract with the manufacturer was illegal under Section 3 of the Clayton Act, and shall we ask the courts to enforce an illegal contract? Unless the manufacturer can show that his exclusive dealer system did not "substantially lessen competition," he runs an excellent chance of losing his $1,000, and I may get an injunction against him into the bargain. The court might make some caustic observations with respect to my moral standing in the community and the obvious motive which prompted my action, but courts are the interpreters of the law, not of morals.

THE CLAYTON ACT AS A "DEFENSE"

Nor is my illustration altogether fanciful. The Sherman Act has been invoked more than once as a defense against suits for justly incurred debts, and the principle has even been successfully used as a defense against actions for unfair competition. For example, in the case of the Coca-Cola Company vs. Bennett (225 Fed. 429) the United States District Court for the district of Kansas refused to enjoin an ex-bottler of Coca-Cola from using the Coca-Cola Company's trade-mark after his exclusive contract had expired.

For apparently good and sufficient reasons, the Coca-Cola Company had taken the bottling privilege away from the defendant in this case, and had given it to somebody else. The defendant, however, claimed that he still had a stock of genuine Coca-Cola syrup on hand, which he continued to put out under the Coca-Cola trade-mark. The company brought suit to enjoin such unauthorized use of its trade-mark. In deciding the case, the Court said:

"The real purpose of this suit, as shown from the record, is not to protect the trade-mark of plaintiff from infringement by defendants in palming off on the public their spurious or inferior goods under the trade-mark, and in the place of the beverage Coca-Cola as made from the syrup of plaintiff, to the consequent injury and damage of plaintiff; but the purpose is to secure the protection of the law to enforce and carry out the monopoly it has planned and enjoys in the manufacture and sale of non-patented personal property through the medium of the exclusive contract system, under the guise of affording protection to its registered trade-marks."

In short, even if we dismiss from our minds the possibility of governmental action based on "tying contracts" as described in Section 3 of the Clayton Act, the broad opportunity for individuals to bring suits, or to use the Act as a defense, is somewhat disquieting. It has been the custom in some lines of men's wear for manufacturers to give show-cases, display racks, and other forms of dealer helps to those retailers who would agree to handle their lines exclusively. Unquestionably such an agreement is illegal if it "substantially lessens competition," and the dealer could plead its illegality as a defense in any suit arising from the contract. It is conceivable that the manufacturer might not even be able to collect the money due him for his merchandise, and thus the Clayton Act might be made a cloak for actual fraud. The only loop-hole is the "substantially lessen competition" clause, and judging from such information as is available, this way of escape will have to be first paved by judicial decisions.

The whole subject of "tying contracts" may be summed up as

follows: By the passage of the Clayton Act, Congress has placed the suspicion of illegality upon a very large group of common business transactions. Many of those transactions are necessary for the continuance of business relations. Even the Government of the United States has not found it profitable to transact its business without "tying contracts" of one form or another. But any contract for goods, wares or merchandise which, by its operation, prevents the use or sale of competing products, is illegal unless it can be shown that it does not "substantially lessen competition or tend to create a monopoly." By Section 4 of the same Act, it is provided "that any person who shall have been injured in his business or property by reason of anything forbidden in the anti-trust laws" may sue therefor, and recover threefold damages and the cost of suit, including a reasonable attorney's fee. By Section 16 it is provided that any person, firm, corporation or association which is *threatened* with loss or damage by a violation of the anti-trust laws (specifically including Section 3) may sue for an injunction. Furthermore, business men are confronted with the fact that an illegal contract is non-enforceable. Debts contracted in pursuance of an illegal contract are not collectable by legal means. Any contract of the sort specified may be outlawed unless a court shall decide that it is so insignificant as not "to substantially lessen competition or tend to create a monopoly."

Furniture Dealers Add Talking Machines

With numerous new talking-machine manufacturers coming into the field, it is worthy of notice that strong efforts are being made to create new retail outlets. The exclusive talking-machine shops and the department stores have been largely pre-empted by the three established concerns. One of the most promising fields, however, is the furniture trade, and the Sonora and other phonograph makers who are just breaking in are placing their lines in numerous instances with retail furniture merchants. The plan is said to be taking hold especially well with dealers in the smaller towns.

Ad Club Organ to Broaden Out

Associated Advertising, the monthly publication of the Associated Ad Clubs of the World, changed its editorial policy with the last issue.

This magazine has always been an organ for the ad-club movement, and has featured the routine affairs of the Associated Ad Clubs of the World. President Houston appointed as a committee in charge of the magazine for the present year Lafayette Young, Jr., of the Des Moines *Capital;* E. T. Meredith, of *Successful Farming,* and Herbert Houston, of Doubleday Page & Co. "This committee," says Mr. Young, "in conjunction with the editor, Carl Hunt, and the manager, P. S. Florea, recently decided that the magazine was not interesting enough to the general reader and to the member of the Ad Club who was not very active in its affairs, and decided that in all future issues the strictly routine matters of the ad clubs should be subordinated to the discussion of general advertising topics

"Of course," continued Mr. Young, "at all times, the magazine will be devoted to the cause of truth in advertising, and will attempt to fulfill all of the ideals of the ad-club movement."

Emerson, Not Hubbard, Was the Author

STEWART-WARNER SPEEDOMETER CORPORATION

CHICAGO, December 24, 1915.

Editor of PRINTERS' INK:

Not that I love Hubbard less, but that I love Emerson more:—

Publicity gave credence to the fact that Emerson wrote the paragraph "If you write a better book, or preach a better sermon, etc." Thousands have searched Emerson, but have failed to find him as the author of any such lines, and the authorship of what Hubbard credited to Emerson was traced back to Hubbard himself.

But if those thousands of searchers will look up Emerson's Journals, volume 8, page 528, they will find:

"I trust a good deal to common fame, as we all must. If a man has good corn, or wood, or boards, or pigs to sell, or can make better chairs, or knives, crucibles, or church organs, than anybody else, you will find a broad, hard beaten road to this house, though it be in the woods."

STEWART-WARNER SPEEDOMETER CORP.,
GRIDLEY ADAMS, Adv. Mgr.

Patterson Transferred by Class Journal Co.

E. H. Patterson, who is connected with the advertising department of the Class Journal Company, and who has been located in Detroit for the last year, has been transferred to Buffalo for the same company, and will start upon his new duties January 1.

Manufacturer's Window Displays Put Dealers' Own Ideas at Work

The Story of a "Display Book" Gotten Out by the Armstrong Cork Company

By Robert W. Palmer

STORE display men who have analyzed the sort of help from manufacturers that is appreciated in making window displays have agreed on this fact: A suggested display, to be successful, must be adaptable to windows of various sizes. If it can be made elastic, so that portions may be omitted when small windows are to be trimmed, without destroying the symmetry or keeping out anything that is essential to the complete display, well and good. Merchants will be attracted to it and will welcome the manufacturer's help. If the nature of the material is such that the suggested scheme of the manufacturer must be followed closely in order to derive full benefit the method that is welcomed by the dealer is for the manufacturer to furnish alternative designs, so that one, at least, will be suited to the space that he has at his disposal. This is, on the whole, the better plan to follow, for display men are bound to possess individual preferences —a display will appeal to one and not to another, and if a number of different set-ups are placed at their disposal more stores will take advantage of the manufacturer's aid.

The Armstrong Cork Company, which makes linoleum at Lancaster, Pa., determined in 1913 to make a broad appeal to its dealers in the way of furnishing window displays. The aim was to get many linoleum windows in stores of all sizes and to make it easy for dealers to install displays that would be a credit to themselves and to the manufacturer. A book, embodying a dozen displays, was issued and this has proved so popular and helpful to dealers and display men that it has run through three editions. In the last edition there have been included half-tone reproductions of a number of actual displays, made by window trimmers, from ideas suggested by the original models shown in the book. Since the fall of 1913, 2,000 window displays of Armstrong linoleum have been used, built after the manufacturer's designs.

DISPLAYS THAT ARE EASILY HANDLED

"Prior to the year 1913," said A. L. Peal, of the company's publicity department, "no consistent effort had ever been made by retailers properly to display linoleum. There were several reasons for this. In the first place, a linoleum roll is made in 30-yard lengths and varies from two to four yards in width, so a full roll of it is very heavy, aside from being bulky and cumbersome. It formerly took a brave and husky window trimmer to attempt a linoleum trim. Then, there was always the danger of the heavy rolls falling over and breaking the plate glass. Both of these objections have been overcome now by the use of paper samples printed in identically the same colors and patterns as the actual goods."

This idea of lightweight samples is largely responsible for the success of the display plan; without it even the book of suggested displays would not have been nearly so impressive.

Mr. Peal thus tells of the book's development and the way dealers use it:

"With paper samples as the foundation, a number of suggestive window trims were prepared, so simple in construction, that they could be easily installed with the aid of home-made fixtures. The

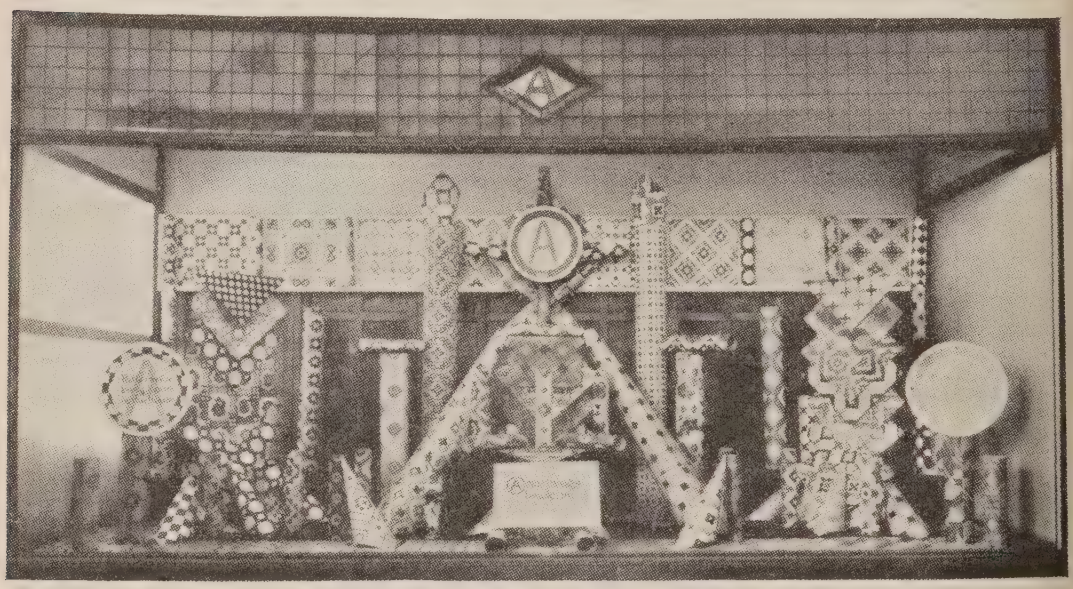
simpler trims were designed principally for the windows of the small town merchant, while the more elaborate displays were planned especially for the big city store. The trims were not designed to show cut-and-dried displays, but rather to suggest the almost unlimited possibilities of linoleums as a window-trimming material."

Here is another feature of manufacturers' displays upon which window-trimmers are in accord: they want suggestive plans that will be prolific of ideas of their own; plans that will lead to other plans in their own minds. This is help that is appreciated.

"If the merchant desires to use one of the trims shown in the book," continued Mr. Peal, "he simply sends in a written request to his jobber or direct to the factory, at Lancaster, stating the number of the display wanted, as well as the numbers of the patterns which he wishes to feature. The paper samples are then shipped him immediately, freight prepaid. They are supplied free of charge, and may be retained by the retailer for future use, either in the window or for departmental display purposes."

Fourteen displays are described and illustrated in the current edition of the company's book. Half of these show reproductions of the windows just as they will appear when completed. The others give line drawings of the simple fixtures required and an idea of the grouping of the various linoleum patterns to make finished displays.

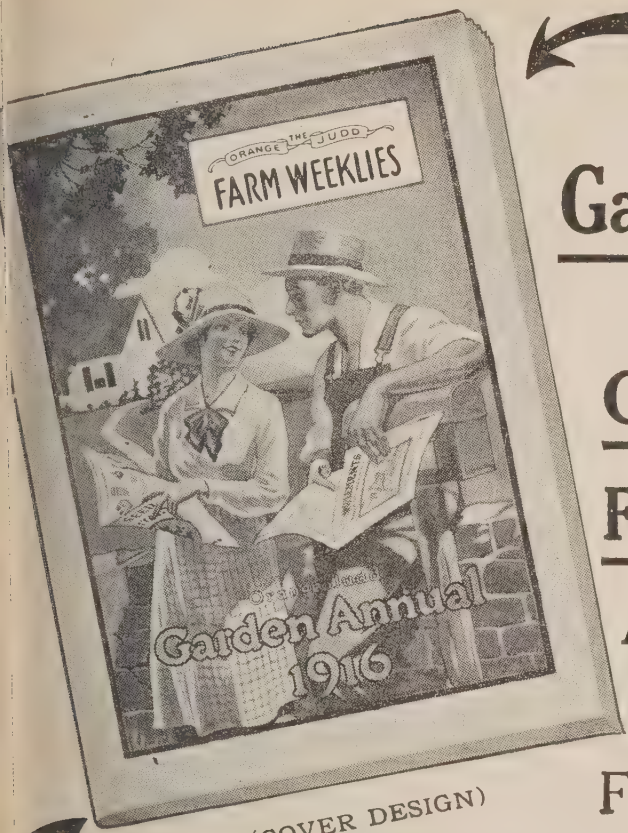
Here is another reason why dealers like the Armstrong window suggestions: they call for *simple* fixtures, such as the store is apt to have. One display that makes an elaborate showing in the windows requires only two pedestals and two glass shelves, and the instructions for setting up read, "If you do not happen to have the pedestals or glass shelves, wooden boxes or boards will answer the purpose."



ONE OF THE DISPLAYS IN THE ARMSTRONG BOOK THAT INVITES CHANGES AS DEALERS SEE FIT

Ten large-sized halftones in the book illustrate windows that have been trimmed by retailers, either by following the instructions exactly or by making them conform to their own ideas. The name of the store and that of the display manager appear below each illustration. Photographs of window displays are solicited from merchants, and when they are received the manufacturer makes acknowledgment in a manner calculated to win friendship and cooperation. Dozens of unsolicited letters from dealers tell of the actual results the window displays have brought.

"The linoleum exhibit as dis-



(COVER DESIGN)

The 12th Garden Annual Issue of Orange Judd Farm Weeklies

Appears March 4th

It Goes to Press
February 21, 1916

IT is the regular issue of March 4th, but greatly enlarged, with a wealth of appropriate text matter and illustrations, making it a veritable calendar of reference. The best known general, as well as agricultural advertisers, have used it for years, and have found that extra large space always pays in the *Garden Annual* issue.

¶ Write for our prospectus, which tells all about it—the leading articles by famous authorities which make our *Garden Annual* intensely interesting to our readers, and therefore valuable to our advertisers.

480,000 Circulation Guaranteed

among the farmers who are making and spending the *most* money. Don't *you* want some of these sales?

Send in your order NOW, direct or through your agency

ORANGE JUDD COMPANY, Publishers

Members of the Audit Bureau of Circulations

Headquarters, 315 Fourth Avenue, New York

Northwestern Office	*Central Office*	*Southern Office*	*Eastern Office*
6th Floor Oneida Bldg. Minneapolis, Minn.	1518 Michigan Blvd. Bldg. Chicago, Ill.	909 Candler Bldg. Atlanta, Ga.	Myrick Bldg. Springfield, Mass.

Truth

Established January 1, 1898

Educational, medical and charitable institutions on TRUTH'S subscription list to the number of 8,104 expended $4,236,598.00 for fish products on the ninety-two fast days during the year on which 920,980 persons in those institutions abstained from eating meat.

The buyers of the seventy thousand families on TRUTH'S subscription list expended $1,288,000.00 for fish products on the ninety-two fast days during the year in which the 280,000 persons in their homes abstained from eating meat.

The story of the fast-day consumption by those on TRUTH'S subscription list should appeal to the merchants supplying Normanna Sardines, Skipper Sardines, Tuna Fish, Seatag Oysters, Gorton Cod Fish, Argo Salmon, Booth's Sardines, Beardsley's Codfish, Marshall's Kippered Herring, Deer Island Canned Clams, Pioneer Minced Sea Clams, McMenamin's Deviled Crabs, Shell Fish, Salt and Fresh Fish, Smoked and Dried Fish.

TRUTH'S circulation is guaranteed by the Audit Bureau of Circulations report, completed November, 1915, which announces that TRUTH MAGAZINE had an average monthly circulation during the year 1915 of 70,000 paid subscribers. Official report of this audit will be mailed to any person on request.

TRUTH has existed eighteen years on its subscription receipts alone. This is the first year TRUTH is seeking national advertising patronage.

February forms close January 15.

Truth Magazine, Inc.

JOHN J. O'KEEFFE, *President.*

412 Eighth Avenue, New York.

played in one of our large Market Street windows," say Lit Brothers, of Philadelphia, "is attracting a great deal of interest and attention and is no doubt helpful to both manufacturer and retailer."

"We found the exhibit to be of great benefit to us," says the Callender, McAuslan & Troup Company, of Providence, "and of much enjoyment to the public, as the sidewalk in front of the window was crowded day and evening. We are also enjoying the benefit of an increase in our linoleum business which is most gratifying."

Two of the more elaborate trims shown in the book are loan exhibits, routed on a regular schedule. One of these is known as an educational window display, and consists of the various ingredients used in linoleum:—Cork, cork flour, flaxseed, linseed oil, jute, burlap, colors, etc., all neatly boxed or bottled and labeled; twelve large photographs showing where the raw materials come from and various stages of the manufacturing process; printing blocks; linoleum in process of printing and samples of the different kinds of linoleum. No special fixtures are required as the boxes in which the material is shipped serve that purpose.

The other loan exhibit is known as the mechanical house display.

The principal feature is a miniature house four feet square, consisting of four rooms—living-room, bedroom, dining-room and kitchen. Each room is covered with a miniature linoleum pattern, and furnished with suitable furniture.

The entire house is mounted on a turn-table which is revolved by means of an electric motor—once every 40 seconds. The house is illuminated by electric lights concealed under the roof. The background consists of an exhibit of linoleum mounted on easels, and dummy rolls. In addition, there are two large, colored photographs showing a bedroom and dining-room covered with linoleum.

At the present time there are 18 of these exhibits on the road, booked up a couple of months in advance. Just prior to the arrival of a display, a complete set of instructions for arranging it is sent to the merchant along with a suggested advertisement for his local paper.

The linoleum department of the Armstrong Cork Company does not rely on window displays alone as selling helps for dealers. It has another book showing newspaper advertisements for which it supplies electros; a booklet telling of lantern slide service and other booklets for the instruction of clerks and of linoleum purchasers on how to lay linoleum.

In all of this dealer service and more especially in the window displays, the manufacturer doesn't lose sight of the fact that it is the *dealer's* window that is to be trimmed and that he wants to have his individuality dominate, not the manufacturer's. Having this in mind it was comparatively easy to arrive at the necessity of *simple, elastic* displays, that leave large leeway to the display manager's ingenuity and preferences.

"Good Housekeeping" Wins in Fraud Libel Suit

One of the comparatively few cases on record in which an advertiser accused of fraud has appealed to the technicalities of the laws against libel was decided in the New York Supreme Court, December 20, when a jury found a verdict for *Good Housekeeping Magazine* in the suit brought by Mrs. Jean Abernethy Bishop, proprietress of a remedy known as "Get Slim." The suit for $50,000 damages was based upon an article in *Good Housekeeping,* by Dr. Harvey W. Wiley, in which the remedy was not only denounced as a fake, but was represented as positively injurious to the human digestive system. According to the analysis made by Dr. Wiley, "Get Slim" was shown to be composed of citric acid, sugar and coloring matter. Mrs. Bishop claimed that it contained tartaric acid instead of citric, that it had reduced her own weight and the weight of others without harmful effect, and that the publication of Dr. Wiley's article was libellous and defamatory.

After a trial lasting three days, during which expert testimony was introduced as to the effect of tartaric and citric acid upon the human system, the jury returned a verdict for the defendant.

Melvin Adams Joins Seaman Agency

Melvin Adams, for the past two years with the Carl M. Green Company, of Detroit, has joined the Detroit office of Frank Seaman, Inc.

Campaigning on Future Big Buyers

(*Continued from page 13*)

tlemen, what we have here,' when in walks the janitor bringing our box of books. The professor then passes them around and gets the credit.

"We tried the plan one year of securing the names and home addresses of the students from the professors and sending the books separately to each man, but we soon went back to what we believe to be the better method."

Let us turn now to another field and find out what manufacturers in some other lines are doing.

J. C. McQuiston, manager of the Westinghouse Department of Publicity, gives the following as his views on the question:

"We consider the college man of very great importance, in fact, we rely on him practically all together in carrying on the technical end of our business.

"We are educating him by sending to engineering college laboratories a complete file of our literature, so that the student may have free access to it and become familiar with the apparatus at the time when his mind is in a formative state. This education is carried on also by means of frequent lectures and talks given to the students either by our own men, or by others supplied with our information and lantern slides. We find this to be a very effective manner of arousing interest in our company and its products, and their manifold advantages.

"We have no well-defined plan of following the man after he leaves college unless he comes with us or has been placed in a position through our influence, except in particular cases where we desire to keep in touch with certain selected individual students. We do, however, endeavor to recruit our own ranks from college students, and have gone very extensively into the question of securing and educating the student."

Caxton Brown, secretary of the Weston Electrical Instrument Company, offers the following:

"We have prepared a series of five monographs for the purpose of assisting science teachers better to plan their courses in electricity, both in the laboratory and in the lecture-room. In our monographs we show a great number of experiments and the apparatus that is required for the performance of these experiments, and we also give much explanatory information as to the actual conduct of the experiments and the manner in which they have been performed, in some cases by students in the more advanced schools. Frequently these monographs are used as text-books and in that manner we directly interest the student, although we have strong reasons to believe that we indirectly interest the student through the science teacher, and that we are doing so in a very large number of high schools and preparatory schools throughout this country."

The monographs in question are very complete and compiled with great care. The title of one of them is sufficient to indicate their scope and scientific value: "Lectures on Electrical Apparatus and Experiments, Illustrated with Cuts from Lantern Slides, issued for Science Teachers in Educational Institutions." In the words of the introduction to one of the books, "The Weston Monographs were prepared with the definite object in view of attempting to co-operate with and assist science teachers in high schools and collegiate preparatory schools throughout the country. Their context is exclusively on electrical subjects, and each deals with a particular theme."

"Experimental Electrical Testing by Students" is a particularly interesting book, and the company explains its conception as follows:

"Early in the Fall of 1913, we issued a letter to over 7,000 science teachers on our list, in which we directed attention to the monographs we had already issued, and requested suggestions relating to experiments in electrical measurements which they would like to see embodied in

—You can hold

the present rates for one year by beginning a twelve-time order with one inch or more in February MoToR. Rates will be increased for advertisers beginning with March 1916 and subsequent issues.

The present rates are based on 25,000. Circulation for January is over 30,000. By March it will be 35,000, and our policy calls for continued expansion.

100% Buyers

MoToR is the one publication that can be said to *dominate* the automobile field. It reaches all classes—owners, dealers and manufacturers. Every copy is read by actual buyers of automobile products.

MoToR reaches more buyers and carries more advertising than any other automobile publication.

Remember—one inch on contract beginning in February holds present rates for one year.

Advertising Agents—Reserve the present rates for your clients by starting their 1916 schedules with space in February MoToR.

February forms close January tenth to fifteenth.

MoToR

(Member Audit Bureau of Circulations)

119 West 40th Street New York City

PHOTOPLAY MAGAZINE

announces
the appointment of

MR. FREDERICK A. LELAND

formerly Secretary of the
McBride, Nast Company,
and Advertising Manager
of House and Garden and
of Travel, as a member of
its advertising department.

Mr. Leland will be associated with
Mr. Ernest R. Strempel in the
management of its
eastern office

James R. Quirk
VICE-PRESIDENT

NEW ADDRESS
185 MADISON AVENUE
NEW YORK

future monographs. We were immediately deluged with replies, and as soon as it was feasible we began preparing data relating to the experiments most in demand.

"We then conceived the idea of asking science teachers to furnish us with these experiments, instead of preparing them ourselves; and wrote to a number of those who were fortunate enough to possess a modern equipment, inviting them to contribute some specified exercises."

The result of this plan brought forth a book of great practical value, the data being composed of actual classroom experiments.

Naturally, in these books, the application of Weston electrical apparatus is brought in frequently, and as the books have a wide circulation and are adopted as standard text-books, the student is educated in the use of Weston instruments.

To continue further along the lines of the investigation which prompted this article would be to only practically repeat, with slight modifications, the methods of getting the student already enumerated.

PHOTOGRAPHS AND CHARTS FOR CLASSROOMS

In practically every quarter into which the investigation was carried the general methods were along similar lines to those explained. Modifications included the supplying of large framed photographs of the product manufactured for classroom decoration and special blueprints and charts for class study.

The Ingersoll-Rand Company and the Fitchburg Machine Works are among those who are finding the distribution of pictures for classroom decoration a profitable way of securing constant publicity. Schools and colleges are always glad to receive appropriate framed pictures, and such pictures when once hung, usually stay on the walls, where they are viewed by the constant stream of incoming classes. It is usually customary for the manufacturer to letter his name somewhere on the picture, and gold lettering is generally used. Such practice does not detract from the value of the picture and there is no objection on the part of schools and colleges against this policy.

Among the manufacturers of drawing-instruments, transits, drawing-ink, etc., the student is reached by getting him to use the manufacturer's product while he is in college, the supposition being that he will form the habit and continue to use the same article when he graduates and is in a position to buy for himself. Here, also, the student is reached indirectly, the main pressure being brought to bear upon the institution itself and its various professors. It thus happens that in certain colleges a particular make of transit will be used exclusively for practice and demonstrating purposes, and the competition to secure this exclusive adoption is very keen. If a manufacturer along the lines of supplies can get the *college,* he is not likely to worry very much about getting the student, for the student works and gets his training with the tools that are given him.

Sifted down to its final analysis, this problem of getting the student is really one of co-operation on the part of the manufacturer with the professors.

As previously stated, the professor is the middleman, and too much cannot be done to secure his good will and friendship. The student looks to his professor, rather than to the manufacturer, and practically all the concerns who are going after the student extensively are reaching him through the logical channel of the "Prof," trusting that the data absorbed in classes and study will stick.

This method appears to be the logical way, and the experience of manufacturers who are using it shows it to be cheaper and better than attempting to circularize the student direct, at his personal address. Students are continually dropping out, changing their courses and spreading out in all directions, and to attempt to maintain an accurate and always up-to-date *student* mailing-list would be

a matter of great expense and trouble; granted even that it might be done, which is doubtful in the light of existing conditions.

The manufacturers who would get the student "coming his way" should remember that the student is in school or college to acquire knowledge, and *not to buy.* The buying part comes later, and what the student buys in later years depends largely upon the groundwork of systematic education entered into by the manufacturer while he is yet in college.

This is why leading concerns manufacturing mechanical and technical products are content to reach the student indirectly before he becomes an active buyer. Such concerns as are mentioned in this article, however, are supplementing their college publicity work with strong technical advertising, in the leading technical publications. Thus the student is attacked from two positions; he is educated indirectly by the manufacturer, while in college, and appealed to directly through the technical press and other direct methods when he leaves his alma mater and grapples with the real work of life.

Slot Machine Sells Perfume

A slot machine for selling perfume, which appeared on the Chicago "Elevated" platforms in September, has demonstrated that it is a money-maker. The machine consists of a metal box with glass front displaying four bottles of perfume labeled lilac, violet, carnation and white rose. A cent is dropped in the slot, a lever turned to the odor desired, and the pressure of a lever sprays the perfume from a nozzle.

Retailed in the way described, the four bottles bring in $56 approximately at each filling. Machines are now being operated also in Birmingham and Atlantic City, and it is stated other cities will be entered shortly.

F. N. Drake With "Good Housekeeping"

Frederick N. Drake, at one time associated with Doubleday Page & Co. in the West, and more recently connected with *Motor* in the New York State territory, is now with *Good Housekeeping,* working from the Chicago office.

Willys-Overland Profits

Willys-Overland officials are fairly confident that the company's fiscal year to end December 31 will show net profits that will better preliminary estimates of $12,000,000 by between $500,000 and $1,000,000. For 1916 it is believed that a minimum showing of profits should be $15,000,000, a figure which would equal better than 65 per cent on the present $21,000,000 of common after taking out the seven per cent dividend on the $15,000,000 preferred as it will be after issuance of the recently provided new stock.

For 1915 sales will reach 90,000 cars and for 1916 an output of 200,000 cars is anticipated.

Woolworth Makes Record in 1915

Sales of the F. W. Woolworth Company for 1915 will establish a new record at close to $75,000,000, compared with $69,619,669 in 1914, the record year thus far. The English subsidiary, F. W. Woolworth, Ltd., will also show record sales this year; the first ten months' sales were $1,000,000 greater than same period of 1914.

November's increase, $931,740, was the largest this year and was greater than the combined increase of first four months of the year. December, as indicated by sales thus far, will surpass the $10,502,276 sales of December, 1914.

Farm Exhibit at Chicago Club Rooms

A farm merchandising exhibit will be held in the club rooms of the Chicago Advertising Association from January 3 to 7, inclusive. The exhibit will be designed to show that the farmer is a "regular" man, and his wife is much like other American women of education and refinement. The power of the farm press in the general advertising field will be demonstrated.

Nujol in Magazines

Nujol, which has been extensively advertised in newspapers throughout the country, will start this month in national magazines, 23 publications to be used in all. The advertising is being handled by the H. K. McCann Company, New York.

F. J. Low with Cheltenham

F. J. Low has joined the Cheltenham Advertising Agency, New York. For eight years he was advertising manager of the H. W. Johns-Manville Company, and more recently has been associated with the Collins Publicity Service, Philadelphia.

Albert W. Brownell has been appointed New England representative of *House & Garden,* New York.

Show the farm woman exactly how your product looks

YOU can now illustrate your product, package, or trade mark to farm women thru FOUR-COLOR PROCESS PRINTING in

THE FARMER'S WIFE

A Woman's Farm Journal

We can now offer advertisers Cover Pages in four colors, or inside pages in four colors of four-page inserts (special paper).

This innovation in farm paper printing overcomes the last objection of those advertisers who, heretofore, have complained that their products could not be adequately illustrated in a farm paper campaign on account of the grade of paper on which farm papers are printed.

For open positions, rates, etc., address

THE FARMER'S WIFE

A Woman's Farm Journal

WEBB PUBLISHING CO., Publishers
ST. PAUL, MINN.

George W. Herbert, Inc.
Western Representatives
600 Advertising Bldg.
Chicago, Ill.

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row
New York City

750,000 Circulation Guaranteed

Members Audit Bureau of Circulations

WANTED—

A BIG Man

to organize a large

COPY DEPT.

A CORPORATION which is now doing a business of more than Fifty Million Dollars a year at retail, is about to reconstruct its advertising system. It desires the services of a big, strong, capable man with demonstrated executive ability, to organize and handle a large copy and art staff. In order to be available for this job, the man who would fill it must be able to show that he himself is an exceptional copy writer. He must also be able to show that he has acute selling and merchandising sense and, most important, that he has IDEAS, Practical Ideas, with a capital P. I. It is realized that the combination sought is hard to find, and the pay offered is proportioned to the specifications.

Answers will be considered in confidence.

Address:

"IDEAS" Box 379
Printers' Ink, N.Y.

Story of House Selling on Price Appeal Alone

(*Continued from page 8*)

of that pernicious selling policy. In fact, the general effect of the price appeal on the sales organization was both repressive and reactionary.

It did not affect me personally at first. Somehow I managed to slip through the net and put over results and set my star in the a little creative work that brought ascendency, but I got the reaction later.

Up to this time the salesmen had received very little attention from the house in the way of assistance or any attempt to direct their efforts. They had simply been given samples and expense money and turned loose to work out their own salvation.

The first ad that I used on the trade-paper contract brought back a bunch of inquiries that pleased young Jones immensely. He also liked the ad. I had put enough of the Jones viewpoint into it to tickle his vanity. That was the starting point of a comprehensive trade-advertising campaign, consisting also of considerable direct-mail work and adequate follow-up methods.

The results were astonishing, even to me, and my expectations were none too modest.

It seemed as if every shoe retailer in the country was interested in Jones shoes, and that isn't far from the truth, because something like 30,000 retailers have bought some of the Jones product at one time or another during the past ten years.

The greatest difficulty was to get repeat orders. That was due partly to faults in the merchandise and partly to poor service, both of which were a reflection of price-appeal selling policy.

Lack of consumer demand was undoubtedly another important factor.

The Jones company was trying to market a branded product without doing anything to back up the brand. Jones understood the cumulative good-will value of a trade-mark, but he wanted the retailer to do all the "pushing." Most retailers couldn't see it that way and said so very frankly to the salesmen.

Jones could not understand the retailers' viewpoint, and, in fact, thought it a myth created by salesmen to cover their own shortcomings.

BIG DEALERS AFTER ADVERTISED LINE

It was noticeable that the salesmen could not make much headway with the best class of merchants who sold the big volume of merchandise in cities. They got the bulk of their orders from the country towns and small side-street dealers in the cities.

One day when the salesmen were in the house Jones cornered an aggressive fellow named Sellers and tried to get a rise out of him.

"Sellers," he said, "why don't you show these other men how to get some business from some of the big buyers in your territory? You are not afraid of plate-glass fronts, are you?"

The answer was quick and right to the point. Sellers looked Jones squarely in the eye and said: "I am not afraid of any man that walks in shoe leather or that buys it, either. I have fought these big fellows to a standstill, but I have found it largely a waste of time. They are all either handling a well-advertised or well-established line, or they want one that will give them an advantage over their big competitors who are handling such lines."

Jones's face assumed a thoughtful expression that gradually relaxed into a smile. "No doubt they are hard nuts to crack," he said, "but keep after them. Trade will ultimately follow values and we have values." That ended the incident, because Jones walked away, but his face resumed the thoughtful expression. The salesman's gaze followed Jones, and there was a twinkle in his eye.

Another difficulty had been to induce either large or small retailers to buy a representative line

of the company's goods instead of always picking a few styles that were special values.

To demonstrate these and other facts, the existence of which I suspected, I once made an analysis of the sales to be used as an argument for consumer advertising.

SALES ANALYSIS PROVES A POINT

The house records indicated that they had about 20,000 customers on the books at that time, but investigation proved that only 12,000 of them had bought goods during the preceding year. The gross yearly sales were then about $6,000,000.

There were about 100 big customers who bought an aggregate amount of about $1,000,000 worth of unbranded goods, so the general average account per customer was only about $400. That meant less than 200 pairs a year —a mere bagatelle to the average retailer.

Could the reason for a high selling cost be more clearly shown?

Those figures made an impression, but the Jones viewpoint saw only one remedy—to put more pressure on the salesmen.

After much persuasion, however, the company allowed me to try an experiment in consumer advertising. For the first year it was confined to one State, the plan being to use local newspapers and supply various selling helps to dealers who would stock a representative line of styles.

The plan worked well in securing distribution and it increased the volume of business per customer so materially that its scope was gradually extended.

Before this plan was tried young Jones had been sent back to the factory and replaced in the sales department by a nephew of the boss—a young man of more than ordinary intelligence and ability, who also had to his credit several years of experience in the shoe business outside of the Jones organization. He was inclined to favor constructive methods of business building, but his tendencies in that direction were curbed by the boss, whose chief concern was to make the sales department show a profit. He wanted more sales and less "expense." Experiments could be tried after those things had been accomplished, so he said.

Although the new manager made strenuous efforts to bring order out of chaos, he was only partially successful. He urged the factories to make merchandise more suitable to the needs of the trade, both as to style and quality, with some success, but there were frequent lapses into old habits.

He tried to improve the efficiency of the office organization, but most of the material that he had to work on presented a hopeless task. He was pressed to lower expenses by false economies, and continued to lose business through inefficiency.

Like wasteful cooks, the order and credit departments threw away much of the business brought in by the salesmen, through carelessness or lack of good judgment.

Strange to say, the credit department lost little money by taking unprofitable risks. Such a possibility had been foreseen and forestalled by a rule-of-thumb system which practically eliminated the element of human judgment. This system had the merit of safety and lacked the advantages of flexibility, but it was objectionable to customers and salesmen chiefly because of the way in which it was handled. A salesman and the advertising department would frequently spend time and money in developing a good prospect, which the credit man would "kill" with some tactless correspondence that would offend the customer.

Or perhaps the order department would make some senseless blunder in handling or shipping the orders of a promising account.

Such incidents, which were surprisingly frequent, were heartbreaking affairs for me, because they were material handicaps to a good demonstration of the efficiency of advertising.

Notwithstanding such draw-

A.B.C. Service

Guides Your Expenditure

It goes into rock-bottom facts about mediums, tells you just how much circulation they have, where it is and what kind of readers its subscribers comprise.

Having such information right at his finger tips enables the advertiser to choose those mediums which are best suited to his proposition and which will yield the greatest returns.

The advertiser who spends his money through information which "A.B.C." reports place before him is eliminating guess work and putting his publicity plans on an efficiency basis.

The cost is small—out of all proportion to the returns!

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing —Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS

15 East Washington Street, Chicago

backs, the advertising produced very tangible results in a business-building sense, but, in spite of that fact, the boss could not view it as anything but additional expense, which, of course, it was at that time.

I used every argument known to the advertising point of view to show that the advertising expenditure should be considered as an investment at that time and that it would eventually reduce the cost of distribution. While apparently my arguments were not convincing, I was allowed to continue the campaign.

Such was the situation at the end of my fourth year with the Jones company. Then I was asked to take charge of the salesmen. They needed attention badly, and the new sales manager wanted to devote his entire time to building up the product and the efficiency of the inside organization. I was allowed to hire an assistant for the advertising department.

During the next two years I accomplished what I was expected to do with the salesmen, and that was to clean out and replace the "dead-wood" and get them all on a profitable basis. The salesmen worked on a drawing account and commission basis, but most of them were in debt to the company when they were turned over to me.

The sales manager also accomplished some things along general-efficiency lines, and the advertising continued to produce results, but neither the viewpoint of the boss nor the selling policy had changed. The selling cost was still high, due in some measure to the advertising expense.

The wisdom of continuing the advertising was questioned and so strongly that I nearly gave up hope for it. Perseverance on my part, however, with a lukewarm support by the sales manager, finally turned the scale in favor of advertising.

It was a turning point in the business where the whole question of distribution had been given serious consideration, so, having decided to advertise, it was also decided to do it in a whole-hearted way.

My plans were discussed and I was practically given a free hand to execute a general campaign. I was restricted in only one particular.

I was told that I must place all advertising direct with publications and not through an agency. We had previously been doing business through a reputable agency that had not only fulfilled all its obligations satisfactorily, but had also been a source of considerable help and inspiration to me.

I demurred at the condition without avail. In fact, the boss would scarcely discuss the matter when I attempted to explain my reasons. It developed later that he had listened to outside advice on the subject of advertising. His adviser had evidently put in a strong knock against all agencies. It appeared that it was immaterial whether I could buy space less the agency commission or not. I was to try, of course, but that was not the main point.

It became apparent that to handle all the details of a big campaign would require some organization and more of my time than I could devote to it and continue to handle the salesmen, so it was arranged that the sales manager would take the salesmen off my hands.

I had about two months in which to prepare for the opening of the campaign and I set to work with all the energy and enthusiasm that might be expected under the circumstances.

It was the tail end of the selling season, but an announcement of the expansive advertising plans put renewed vigor in the salesmen. There was an immediate and substantial result in the form of business.

The salesmen came into the house for the new line of samples and were sent out properly enthused with the campaign. In the meantime all the details had been worked out, contracts made, copy and schedules were prepared and ready to send out.

As I sat in my private office

one morning, surveying my plans for the last time and feeling the relief and satisfaction that follows a hard job well done, the door opened and the boss walked in, followed by the sales manager.

Without a sign of warning the boss walked to my desk and gave me the hardest blow that I ever got in my life. It was not a physical blow. He simply said: "We have decided *not* to advertise." He said it in a tone of finality. He offered no explanation and I asked for none. I just sat still and looked at him. "That being the case," he continued, "we will not require your services."

Then he softened the second blow and forestalled any argument on my part by expressing appreciation for my loyalty and work in the past, adding that I might look for another position immediately, but that I would be paid the equivalent of six months' salary in advance.

He also wanted me to remain with the company long enough to extricate them from such obligations as they had assumed of an advertising nature.

So I had the unique experience of officiating at my own obsequies, as it were, and the Jones company paid the bills. It cost them about as much *not* to advertise as it would have cost them to advertise that year. The boss understood that when he changed his mind, but after he had got "cold feet" on the advertising idea he figured that it was better to take the loss then than to get more deeply involved.

The conclusion of this story is pretty well indicated in the opening chapter.

The Jones company has clung to the price appeal and all the tendencies that follow in the wake of that policy are still evident in the company's methods.

Advertising is undoubtedly responsible for much of the impetus that the business acquired in its early stages, but those initial efforts were not backed up with either uniformly good merchandise or good service, so the initial effect has worn off.

There has been some increase in the gross sales, I am informed, but a scrutiny of the manner in which it has been obtained shows inherent weakness rather than any development of strength.

Quite a number of their best salesmen have left them during the past three years, and I know others are only waiting a favorable opportunity to do likewise. One reason for this is that commissions have been reduced below the normal percentage paid by other concerns in an effort to reduce selling cost.

Executive changes continue to occur and a general atmosphere of high tension and a lack of definite policy prevails.

Jones is continually seeking an answer to his problem of distribution, which he knows is still unsolved, but he has set his face against any plan that involves advertising.

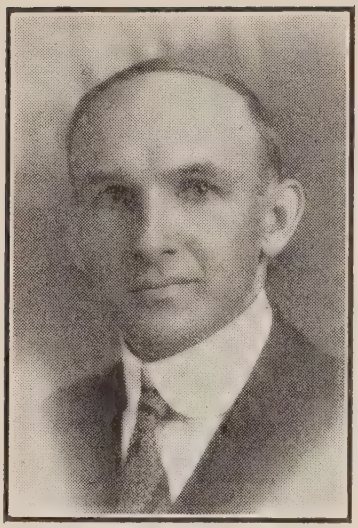
He is trying the experiment of selling direct to consumers, and now has in operation a number of stores, despite the fact that a similar venture once proved a failure.

The latest shift has been a partial reversion to the original policy of selling the jobber, and large retailers are being solicited aggressively to buy unbranded goods on what is practically a jobbing basis. It is by such methods that the volume of sales has been maintained. Such business is unstable and its maintenance depends absolutely on the keenest kind of competitive selling.

In fact, the history of the Jones company might well be epitomized in the theme of this story, which is that to build on the price appeal alone is to build on shifting sands.

Seeligsberg Business Manager "Engineering Record"

L. W. Seeligsberg, for over ten years connected with the McGraw Publishing Company, New York, has been appointed business manager of the *Engineering Record*, one of the McGraw publications. Previously he has been in charge of the service department, and before that represented the *Record* in the Philadelphia territory.



Would *You* Pay Him $1,000 to Write a Letter?

MARSHALL FIELD SAID: "ONE BUSINESS-BRINGING LETTER MAY BE WORTH A MILLION DOLLARS AND ONE MAN MAY WRITE IT!" THIS ARTICLE TELLS OF A REMARKABLE COLLECTION OF "MILLION-DOLLAR LETTERS" WRITTEN BY THE WORD WIZARD OF INTERNATIONAL REPUTATION—THE "ONE MAN" OF THE GREAT MERCHANT'S PROPHETIC VISION!

NOTE: Ad-Man Davison, considered the highest-paid letter writer in America, whom the late Elbert Hubbard called "the publicity world's most potential pen-pusher," has just opened a world of new possibilities to Sales Managers, Mail Order Men, Advertising Writers, Letter Specialists and Correspondents, by permitting a re-print of his Private Collection of Original Letter Compositions—masterpieces of persuasion that helped reap this remarkable man's clientèle hundreds of thousands of dollars.

The collection contains two hundred different letters by Mr. Davison. Each is a new psychological study in making-up-the-other-fellow's-mind. The originals have been copyrighted by the Baynard Publishing Company of Kansas City. In securing exclusive publishing rights on this collection, the company has a message worth while for the Business and Advertising Men of America:

YOU twelve-cylinder men who *get the business,* you big guns of the selling end, you dynamic advertising executives, you intense chaps who write compelling copy, you alert mail order merchants, you inventive gentlemen who do the heavy dictating on big deals, or who frame your firm's vital letters that magnetize trade out of competitive territory —*you have a superb treat and a supreme privilege in store!*

Here is rich meat and drink for you. Vivid stuff you can *cash in on!* Live material that should *increase your business, enlarge your ability, swell your salary, broaden your future!*

A fund of New Inspiration for your daily use, right at your elbow, your fingers' ends, your mind's edge.

One of the Costliest Imaginations in all Advertisingdom, ever

on tap, *at your disposal for a trifle o' nothing!*

We are just now putting on the press this collection of master letters that have helped build so many successes for advertisers throughout America, who paid up to $1,000 for the magic sales hypnosis this writer has the peculiar faculty for producing!

If you know anything at all about his reputation for this work, you will keenly appreciate what these copies of his best compositions would really add to the equipment of every writer of business letters and literature who *can't afford* to get meager results.

We make bold the assertion that, in all your experience with printed salesmanship, nothing you have ever absorbed in the psychology of letter composition or advertisement writing, no text book, library of business correspondence or advertising course, could help your daily work as will these letters!

They are woven in the Deep Purple of modern-day business diction. Written by this master salesman, in so very many different styles—never for a moment deviating from "plain United States"—simple, clean-cut, incisive English—in every conceivable *vein,* on so wide a variety of subjects, with so many things you can instantly *fit in* to your own advertising and correspondence.

In this remarkable collection are endless new word-pictures that will delight you and revivify your entire business story. Uncommon phrases of pith and power. Warm, winning arguments, adaptable by you to unlimited fresh lines of selling talk. Straight-to-the-mark sentences that command attention and compel action. New-coined Websterian as unique as it is audacious and convincing. Rich philosophical flashes that light up the trade appeal. Epigrammatic gems that sparkle with Sellability.

Thousands of intimate, irresistibly human paragraphs so characteristic of Mr. Davison's versatile and magnetic style!

From all the successful epistles in this Costly Private Collection one has the chance of a lifetime to rejuvenate his entire writing vocabulary, and get a liberal new education in *the laws of suggestion, the arts of persuasion, the rules of attraction, the newer and more direct methods of creating the buying desire.*

The reproductions of this collection will be printed in neat, clear élite typewriter fac-simile, on sheets of the new bifold letter size. The two hundred one-and-two-page compositions are indexed according to subjects, and numbered. They come in loose form, convenient for marking paragraphs and handing singly to the stenographer for copying, thus available for immediate use and adaptable to any style of binder on one's desk. Mailed in securely protected package. Price $10.

Owing to their writer's world-known reputation, and the very nature of this valuable collection, the letters will not be sent to anyone on approval.

The edition being limited, every reader desiring to at once forward his reservation for a complete set of these letters must promptly mail remittance to the Baynard Publishing Company, 1009 Baltimore Avenue, Kansas City, Missouri.

SPECIAL NOTE: In addition to the Complete Collection of Master Business Letters by Ad-Man Davison, there is a supplemental set of his productive Mail Order Letters on Investment, Medical and other Special Subjects. *These will not accompany the regular collection except by special request.* No charge will be made for them if they are desired. But unless specified, they will not be included.

Copyright, 1916, Baynard Publishing Company

REFERENCE—COMMERCE TRUST COMPANY, KANSAS CITY, MO.

Read interesting testimonials on following page.

ELBERT HUBBARD

says of Ad-Man Davison in his book called "An Advertissimo":

TUSH, Terese! Must you know everything? I can't mention its name, I tell you—but next to a certain Erie County burg, you must look to Kansas City for Publicity Preachments done in the deep purple—that carry Conviction without upsetting her.

And Fra Davison is their producer.

The stuff he writes is audacious as well as unusual.

And Success is the child of Audacity.

But Audacity without brains is impudent—also impotent.

Audacity's cousin is Impetuosity, which latter gent oft blacks another fellow's eyes.

That is just what happened to poor Pat, when he was asked, "Who gave 'em to you?" And Pat replied: "Nobody givvum to me. Oi had to foight for 'um!"

I have known Ad-Man Davison ten years, come Saint Ali Baba's Day. I have written him near five hundred letters, and he has written as many to me.

Some day I may give the whole blooming bundle a formaldehyde fumigation and publish them Roycroftie at Ten Per.

In the Ad-Man's success I take a personal pride. He got from me the epistolary beesom that makes for literary righteousness—that is, I fished him out of the ink well of English undefiled.

Now he takes more than an academic interest in the Income Tax Law—for he throws his Thoughtgear into High only for a steep consideration.

In truth, he gets a price for his work that makes me tuck the tail of my ego into my cosmic overalls, and pass up the jingbing in humility.

Ad-Man Davison is the publicity world's most potential pen-pusher.

In all Advertisingdom he is looked upon as Word-Stitcher Supreme, since his Juice never fails to jog the Jingle.

Big Advertisers, Mail-Order Kings, who buy his Hypnosis, tell you the Ad-man's success is not mortised and tenoned in bone, but springs from a cool ability to make the ad-reader, the prospect, the buyer, Come Across.

He dips his pen in the ink of Human Credulity and biffs the Buying Impulse right in the Solar-Purchase!

Shoosh, man, I know of letters this guy has written which netted his clients thousands of dollars.

Any price is cheap for letters that bring big returns.

Also, any Ad is dear that dies on the empty air. Advertisers who have neither time, printing, postage nor golden prospects to waste turn to Davison.

He gives them fresh plucked phrases, not withered wordology, for letters, pamphlets, booklets, newspaper or magazine copy—and pours 'em out nice and easylike, Terese, just as if it didn't hurt at all.

The Ad-Man is a Business Doctor, a Master Salesman and a Psychologist. His style seems self-lubricating, but the fact is, he focuses on every problem with a clearness, care and concentration that tokens a genius.

The tasks of his many clients are his tasks—i.e., business-building, and he gets away with it as Colonel Samson did the Maxixe with Delilah, on the Gates of Gaza.

So!

* * *

"HIS LETTERS HAVE BROUGHT THOUSANDS AND THOUSANDS OF DOLLARS":

"To the American Businessman: For some nine years Ad-Man Davison of Kansas City has composed our collection and business-getting letters. These letters have brought thousands upon thousands of dollars into the exchequers of our clients, and we have profited immensely through the peculiarly productive power of this man's pen. We don't think there is another writer in the country who possesses the same cash-coaxing characteristics."

—Publishers' Adjusting Association.

RANDOLPH ROSE, PRESIDENT, R. M. ROSE CO., CHATTANOOGA, FORMERLY PUBLISHER, "MAIL ORDER BUSINESS BUILDER," SAYS:

"Ad-Man Davison is unquestionably America's foremost advertising writer. The entire mail order world concedes his ability to write letters and literature that produce phenomenal results. He knows the things that actuate the human mind in saying 'Yes'."

FROM ONE OF THE LARGEST MAIL ORDER LAMP CONCERNS IN THE WORLD

"The final test of advertising is results. Ad-Man Davison makes the reader want the thing advertised—want it immediately and want it so almighty bad that he sits right down and writes the sweetest sentence in the English Language: 'Enclosed find check.' Davison charges a big price for his work, but his service is one of the best investments we ever made."

—Sunshine Safety Lamp Co., Kansas City.

ERNEST F. GARDNER, PRESIDENT GARDNER ADVERTISING SERVICE, FORMERLY EDITOR "ADVERTISERS' MAGAZINE," SAYS

"Ad-Man Davison is the one master-mind among letter writers. Marshall Field said: 'One good business-bringing letter may be worth a million dollars and one man may write it.' If you feel an impossible gulf between the million-dollar letter and the ones you are now using, consult the Scribe Supreme—Ad-Man Davison."

FROM A MILLION-DOLLAR MILLING CONCERN:

"Ad-Man Davison has gotten up advertising for our milling institutions for eight years. We may be wrong, but we don't think there's a man in America who can do it any better. His charges are steep, but we consider all the money paid him a highly profitable investment."

—Larabee Flour Mills Co., of Kansas.

THIS CERTIFIES

that the Baynard Publishing Company has exclusive rights to the publication of my letter collection,

Ad-man Davison

that the copies in this Collection are Exact Duplicates of the Original Compositions by Mr. Davison.

WE GUARANTEE

BAYNARD PUBLISHING COMPANY

Fables of Advertising

THE FABLE OF THE OBSTINATE EDITOR

ONCE upon a time a large concern decided to issue a House Organ of its very own, as a further means of keeping the Advertising Department out of mischief.

So an editor was duly appointed and the offspring received its natal blessings and congratulations in the customary formal manner. But, as is not infrequently the case, by the fourth or fifth issue, Hades spilled out and over the edges due in no small measure to the fact that too many persons were trying to play editor.

Just after the December issue had gone to press, Mr. Editor read the riot act.

"Either I edit this house-organ and assume full and complete responsibility for its future, or my official resignation is in order," said he, realizing that too many cooks spoil most any sort of broth; "from this hour on 'hands off'—I'll do the editing myself."

So the Powers that Be yielded and no longer offered advice.

In three months the house organ had run itself as deep into the ground as a meteor from Mars and it is not on record that anybody ever had the nerve to try and dig it out.

Moral: Even Napoleon allowed his soldiers to do some of the fighting.

* * *

THE FABLE OF THE FAVORITE TRICK

An Art Manager was asked to get up a page illustration, to accompany some text; the client being a New England manufacturer of Kitchen Ranges.

It was the aim of this Art Manager to do something especially clever, too, for he had 90 per cent in his favor—large space, no limit as to price, and short text, capable of visualization.

In order to make doubly sure, he drew up one superlatively clever "prelim." and a half-dozen rough little chickabiddies.

But the Big Boss at the factory turned 'em all down.

Two or three more ideas were drawn up and these were clever, too.

And again the elusive "O. K." could not be corralled.

For the third time, idea sketches were submitted, but the Main Squeeze, who had made a million with a patent back-draught and duplicate centre-feed ash-dump, would have none of them and made the following significant statement during the stormy committee-room session:

"I can't fool with you fellows any longer. . . leave the illustrating of this ad to *me*. . . I'll have one drawn up by our local engraving-house artist."

When the picture landed in Mr. Art Manager's lap for plate-making, it was a Louis XVII. decorative border and a retouched photograph of the factory, including the new left wing.

It went through with sleigh bells on and in his official letter the Big Boss remarked that it was the "Best Advertisement We Have Ever Run."

Moral: When in doubt, use the Factory.

* * *

THE FABLE OF THE FAMOUS SPEECH-MAKER

In a bully organization given over to the preparation of Advertisements for Advertisers, there was once an ambitious young chap with a marvelous aptitude for spontaneous gab.

He could talk "Publicity" at the fall of the hat and during those delightful club luncheons he would tell whole tables full why somebody else's stuff lacked the "Psychology of good Salesmanship."

He was known as a Heady Hick, who talked a lot but knew His Biz, and whenever Programmes were made at the Y. M. C. A. or small-town Ad-Club, his name occupied a front seat right up where the slide-trombone could drip on him.

A wonderful dinner was tendered him by his Advertising Friends, at which duck, champagne, and hot air were served at five bones per plate, and speeches of congratulatory praise were made by the assembled guests, each one vying with the other in a picturesque attempt to eulogize the Trick Talker.

At the end of that same week, his firm searching about for a way to cut down expenses, fired him.

Moral: The man who is the most voluble to his Boss is not necessarily the Best Talker.

* * *

THE FABLE OF THE TWO SYSTEMS

Once upon a time, it became noised around that a certain account might be pried loose from its old foundations, provided a No. 26 jimmy were used.

Two competing agencies got busy with quickness and dispatch and all the while the account dozed the Indian Summer Days away, unconscious of the rampageous fuss it was causing.

On that Day of Days, when the fox was to be let out of the trap, the two agencies submitted their stuff and waited for signs of a return fire from the Factory trenches. Agency A plucked the raisin cake and the matter ended there, for a week or so at least.

"What did you submit?" A asked B, during a club smoker the next Thursday:

"Oh, about 20 carefully executed drawings and a 212-page prospectus and 20 special dealer ads and seven booklets and a newspaper campaign and the complete model of a window trim," was the sad answer.

"What did *you* submit?" B asked A, at the same smoker.

"An idea," A replied.

Moral: "Quality, not Quantity" wears about as well as anything Solomon ever wrote.

* * *

THE STORY OF THE STUBBORN COPY MAN

It came about that a Copy Man of Great Renown insisted upon working by rule.

"I'll do it this way, because I did it that way yesterday," was the painted maxim he stood on the southeast corner of his office desk.

Six fat little accounts were turned over to him to handle—nice, amiable, house-broken, little accounts that had never caused anybody any trouble since birth.

As he rolled up his sleeves and tackled the copy, he murmured quietly to himself: "I'll write this dope as I wrote My Big Success. Then it can't go wrong."

The account shifted at the end of the year.

But Mr. Copy Man was a Big Chief among men and went at the copy for account number two.

When his Chief read the stuff, he remarked something about its not being keyed in exactly the right vein.

"Poo—poo!" was the Copy Man's haughty answer, "leave it to me. Wasn't my Tongue-tickler Tobacco Account campaign a whopping success?"

So he had his way, and that account changed too.

So did the remaining four, and now the Stubborn One who was One-Stylish for fair, is conducting a "Personal Service" Game on his wife's money.

Moral: It's just as well to build an individual success for Each Account.

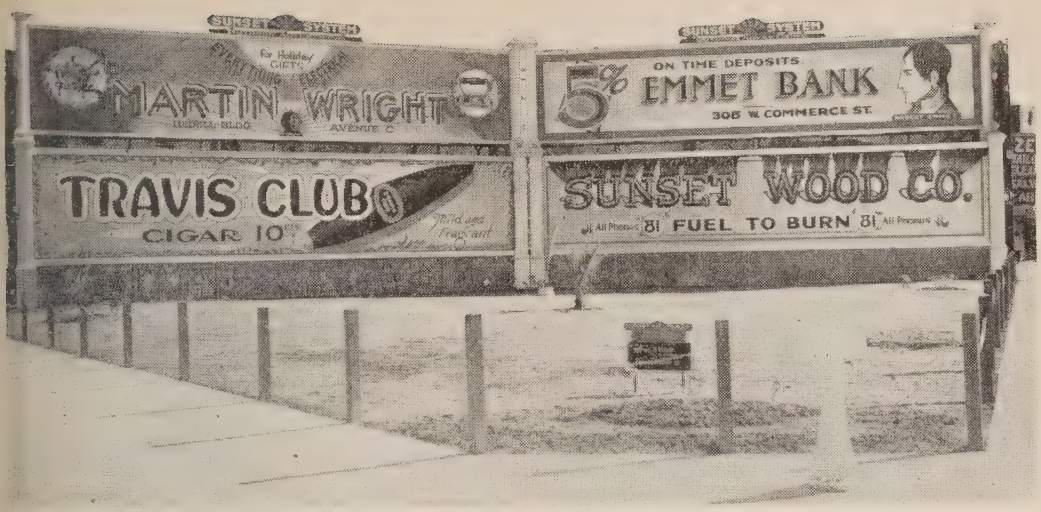
* * *

THE FABLE OF THE CONSERVATIVE DONKEY

A Donkey, by some hokus-pocus, managed to win over a plum of an Advertising Account, and all day long he'd roll it around in his mouth for the sheer love of tasting the sweet.

The concern in question was very rich and very progressive, and while the Old Man believed in the conservation of Publicity Appropriation. His Son had the Right Idea and wanted to let the universe know the House was above ground and kicking.

Now, this Donkey friend of ours had done some Tom Fool mental reasoning. . . . He believed the best way to hold an account was to spend as little as possible.



SUNSET PLAZA

THE MOST ATTRACTIVE ADVERTISING
DISPLAY IN THE UNITED STATES

NOW COMES

SAN ANTONIO, TEXAS

Where you can't get away from

Outdoor Advertising

Do You Know

that San Antonio—The Alamo City—is one of the World's Famous Winter Resorts?

that San Antonio is the Market Place for all of Northern Mexico?

that the People of San Antonio and surrounding territory are honest-to-goodness buyers of honest goods?

that there's a good market in San Antonio for *your goods?*

that the SUNSET SYSTEM of San Antonio has built the FINEST OUTDOOR ADVERTISING PLANT IN THE UNITED STATES?

(*Every City Display is ULTRA DE LUXE*)

We will gladly supply any trade information that may be of service to your Advertising or Sales Departments

Write for photographs and locations

SUNSET SYSTEM

OUTDOOR ADVERTISING

Executive Offices: Calcasieu Building

SAN ANTONIO, TEXAS

N. B.—We maintain painted bulletin and wall displays all over Texas

So shorthand transcript of some of his conversations with Father ran about like this:

"No, we won't use standard magazines. . . . They do not reach the class of people we want."

"No, we will not issue booklets . . . folks never read them nowadays."

"No, we will not go into Street Cars. . . . it's a waste of good money."

"No, we will not help keep the bill-posters union alive. That branch of Advertising is not for us."

"No, we will not pesticate with the Trade Paper clan. The space isn't worth even the little they ask for it."

But he employed four stenographers, a clerk, a bookkeeper and an office boy, and everybody in the Great Game who knew him wondered why an Advertising Man didn't believe in Advertising.

One day, in order to have something to show for his salary, he ran a half-page in two Metropolitan newspapers. It paid so well the Big Boss gave his account to an Agency that believed in Advertising, first, last and all the while.

Moral: To cut down on Advertising is not economy.

T. P. A. to Quiz Publishers

The meeting of the Technical Publicity Association of New York, January 13, will be devoted to a discussion of subjects of direct interest to publishers of trade and technical publications. A series of questions has been prepared as a basis for the discussion, and representative publishers will be asked for categorical answers.

"Truth" Representatives Named

John J. O'Keeffe, president of *Truth Magazine,* has appointed Matthew J. Barry, Stephen Tongue and W. H. Hogg to represent the publication in the New York and Eastern fields.

Newspaper Man Joins Burroughs Company

Arthur Loucks, formerly on the editorial staff of the Detroit *Free Press,* has joined the advertising department of the Burroughs Adding Machine Company.

Advertised Free Gift Delivery to Needy

The Quick Tire Service Company, which operates establishments in a number of cities of the Middle West, announced through the Louisville, Ky., newspapers Christmas Eve that its entire fleet of service autos would be placed at the disposal of those "wishing to extend aid and Christmas cheer to the needy." There was no charge for the service which the announcement said would include the delivery of anything from a child's toy or a pair of warm gloves to a ton of coal or a trained nurse. "Hopeful of Being Helpful" was the caption of the announcement which was signed by Thornton Newsum, president of the company.

McCampbell Back With "El Comercio"

George M. McCampbell, Jr., has been appointed advertising manager of *El Comercio,* New York. Five months ago he left this publication to go with the D. O. Haynes Publishing Company, also of New York.

Before his previous connection with *El Comercio,* Mr. McCampbell was with Hall & Ruckle for 21 years, the last 15 being devoted to the advertising and sales end.

Roebling Adds Other Railroads to List

George W. Roebling, New York, who has control of the advertising in the cars and stations of the Erie Railroad, has secured exclusive control of the advertising in the cars and stations of the New York, New Haven & Hartford and the Central New England lines.

The Virtue of Impatience

Go, sing the praise of patience if it suits your taste and voice, for patience is the virtue first in many people's choice. They laud the man who sits for hours serenely by the brook in patient waiting for a fish to nibble at his hook; but often is his waiting and his patience all in vain because the fish were lifted by a fellow with a seine.

Go, eulogize the farmer as he sits among his crops and reverently waits for heaven's kind, refreshing drops; who prays in patience for the breeze cloud-freighted from the south, to come along when it may please and break the blasted drouth; but while he thus awaits for helpful moisture from his Maker, the man who irrigates produces twice as much per acre.

Go, boost the merit of the man whose goods are highest grade, whose quality of merchandise is building up his trade; who patiently awaits the slow approval of the throng, in confidence that patronage is sure to come along. It seems to me impatience is immeasurably wiser; it's copiously proved by the successful advertiser.

Caveat emptor

THERE are in the printing business as in all businesses, irresponsible and sometimes even dishonest individuals and it is so easy to obtain information as to concerns whose reliability and financial standing guarantee and do give the buyer a

Quid pro quo

for the amount invested. In this direction the

Charles Francis Press

30-32 West 13th St., New York, desires that buyers of printing will investigate its SERVICE, RELIABILITY and COMPETENCY, both financial and otherwise, to accomplish any business they may undertake to your satisfaction.

Come and see our modern plant, or telephone 4090 Chelsea and a representative will call, or drop us a postal card and it will receive prompt attention.

Yours for Service of
a Superior Quality

CHARLES FRANCIS PRESS

Established 1894

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

15 Years Ago

we brought Process Color Printing to New York City. Since then we have perfected the product and placed cost within the reach of all who are looking for bigger business.

ZEESE-WILKINSON CO.
424-438 West 33rd Street, New York

WE have won a unique success by specializing in Advertising Composition for Advertising Agencies exclusively.

Day and Night Service

C. E. RUCKSTUHL, INC.
"Typographic Service"
27 EAST 31ST STREET, NEW YORK

Booklets :: Catalogs

MANY of America's prominent advertisers and advertising agencies like the George Batten Co., J. Walter Thompson Co., Frank Seaman, Inc., Federal Agency and others requiring High Class Work

USE THE

CHARLES FRANCIS PRESS
Printers of PRINTERS' INK
30-32 West Thirteenth St., New York

Illustrated Catalog AND Magazine Printing

If your next work is planned so as to gain all the benefit of our equipment, we believe a substantial saving can be made. May we talk the matter over with you?

THE PERIODICAL PRESS
76–88 Lafayette St. - - New York

ADVERTISING AGENCIES can work with us with profit because a number of our clients are of the larger type whose accounts are handled by agencies.

READ PRINTING CO.
HIRAM SHERWOOD, PRESIDENT
106 Seventh Avenue, New York

QUALITY ATTRACTS QUALITY

Commonplace printed things go straight into the yawning mouth of a business man's waste basket. We produce printing that pulls.

WALTERS & MAHON, Inc.
64 Church Street, NEW YORK
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Don't blame it on the printer or the electrotyper.

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THE draftsmanship of Leyendecker, the colors of Parrish—Beck engraving is so highly adapted to brilliant reproductions, that most of them are made by Beck in magazines, newspapers, posters and booklets.

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Guarantees you finest plates at reasonable rates

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RAPID ELECTROTYPING CO.
Of Canada
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PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $60; half page, $30; quarter page, $15; one inch, $4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, DECEMBER 30, 1915

Why Men Read Business Articles

A well-known writer on business topics tells PRINTERS' INK that sometimes a single article will bring several hundred letters from persons who wish to make comments or to ask further information. He says also that the demand for business articles has never been as great as it now is, and that more business men than ever before are reading the trade and technical publications and the more general business periodicals.

For this situation he assigns two reasons: First, that the publishers of some of the class publications are delivering better goods than they formerly did; second, that the stress of more scientific competition has aroused business men to the necessity of studying the best methods and policies of successful houses in the business world.

PRINTERS' INK believes that this writer's conclusions are correct. It is true that some of the class publications are selling better goods than was once their wont. As a whole, business men are getting more helpful class reading than they have had in the past. They are getting the kind of reading that costs real money for a periodical to present.

PRINTERS' INK has long been a believer in quality goods in its columns, and to secure this quality it has not spared expense or time. It endeavors to make each issue a concrete reflection of some business success or failure. There is no more fascinating reading than a true record of what some business house has achieved, and how. It gets hold of one not merely because it appeals to the pocketbook, but because it touches the instinct most men have to accomplish things and to be overcomers of obstacles. And that is one reason why you will often find the bound volumes of PRINTERS' INK on the desks of high executives.

There has been another development in this field that ought to be brought out here. There never was a time when business men of importance were so ready to tell about their problems as they are now. Look over the last 52 issues of PRINTERS' INK and observe the higher caliber of the men who have contributed articles under their own names, or have authorized the publication of interviews. In former years business men were disinclined to discuss their own affairs in print, just as factories almost invariably had signs over their doors: "No admittance! This means you!" You will not find many such signs to-day. Competitors are welcomed to factories, and, while the very confidential things are still withheld, even competitors co-operate. In the same way, business men open up their problems in print. Why? Because in return they get something about the problems of other men.

It is a fair game, and a profitable one for all concerned—all of which constitutes sufficient reason for the fact that men are reading more and more on these subjects.

Advertising as an Aid to Invention It is common enough to speak of the period which began 50-odd years ago as the "age of invention." Since the close of the Civil War progress in engineering has been far more rapid than at any other time in the world's history. And it is no mere coincidence that the same period witnessed a like progress in the use of advertising—that it may quite as properly be called the "age of advertising." Superficially, the two things may seem entirely unrelated, but the student who looks below the surface is likely to discover a very good reason for their simultaneous development.

Indeed, it can easily be demonstrated that no inconsiderable share of the progress of invention is due to the growth of public intelligence concerning new devices and improved methods, much of which is the direct result of advertising. The idea is very clearly expressed in a recent address by A. R. Maujer before the Ohio Society of Mechanical, Electrical and Steam Engineers. "Modern advertising," said Mr. Maujer, "is increasing the rapidity with which progress in engineering is being made. It is constantly raising the general level of efficiency in all branches of engineering. It does these two things by eliminating time. Information which once took months and years to spread thinly can now be spread thickly almost overnight. So the modern advertised invention or new product, instead of struggling weakly to an anemic or belated maturity or dying an untimely and obscure death, springs rapidly to a widespread usefulness and paves the way for still further improvement."

By the next generation it is probable that the "poor inventor" will have lost his force as an object of sympathy. The struggles of Howe to obtain serious consideration for the sewing-machine and the efforts of Morse to overcome ridicule for the electric telegraph belong already to a bygone era. Information spreads much more rapidly nowadays, thanks in large part to the development of advertising. Whether he acknowledges it or not, the present-day inventor owes much to the men who have been experimenting in the apparently unrelated field of commercial publicity.

The Market for Advertising Ideas A man who is prominent in ad club work tells us that he is constantly in receipt of inquiries concerning the market for "advertising ideas." Many of them run about as follows: "I believe myself to have the ability to do advertising work, and to prove or disprove that belief I would like to know if there is a market for advertising ideas, especially novel features. In that way I could try myself out and yet not interfere with the work I am now doing." The request is typical; the ambitious youngster, located often in a small town and in a humdrum occupation, feels the stir of ideas within him and dreams of making a place for himself in the great world. Most national advertisers, as well as the more prominent agencies, are more or less familiar with the same thing, usually through receiving submitted "ideas" which only result in disappointment to the senders and embarrassment to the recipients.

It is too bad to have to discourage the youngster who is trying to do some constructive thinking on advertising problems, no matter how far it falls short of practical utility. A good deal of energy, first and last, is being spilled in these ill-advised attempts to add to the available supply of advertising "ideas," and it is energy which ought to be put to work to practical purpose. No advertiser likes to be obliged to run the risk of offending a possible customer by turning down his well-meant suggestion, yet the time that is necessary to explain *why* the "idea" is unavailable often looks like an absolute waste. Still the good will and the energy which is back of the effort might be turned to account under proper guidance.

We believe that a good deal of this energy might be usefully employed if the youngster's attention should be called to his logical point of contact with the advertiser's real problem. There is a plentiful supply of the ability to write passably good advertising copy, and advertising schemes are a drug on the market. There is not, however, and we doubt if there ever will be any over-supply of dependable merchandising information. Right in his home town, among the local dealers he passes every day, there are plenty of opportunities for the energetic and level-headed young man to be of real service to advertisers. If he can get the dealers' confidence, find out their real attitude toward advertised goods, and become familiar with their viewpoints, he will have information which advertisers can actually use. He will, furthermore, have a basis for suggestions which will stand some chance of being in harmony with an advertiser's general plan of campaign. He will unconsciously be giving himself an education in merchandising.

There is indeed a "market for advertising ideas," and advertisers are willing to pay well for such ideas as they can use. But the successful advertising man does not commonly evolve ideas out of his own mentality. They are the product of hard digging after the facts of merchandising, and earnest study of those facts after they are once obtained. The best advice which can be given to the aspirant for advertising honors is to study thoroughly such merchandising facts as lie within his reach.

The Pennsylvania's Policy of Corporate Publicity

The somewhat enviable position which the Pennsylvania holds in the railroad world has just been enhanced by the adoption of a monthly report to stockholders which shows the actual amount available for dividends, instead of concealing it in the non-committal item of "railway operating income." So careful an observer as B. C. Forbes, of the New York *American*, heralds it as an "epochal step along the path of publicity," and declares that "for the first time in railroad history the company adds 'other income,' 'gross income' and 'fixed charges,' leaving the exact 'net income'—that is, the sum applicable to dividends." The report does not stop there, however, but goes on to give the "percentage of return on property investment" for the current year to date, and also for the preceding year. Thus the stockholder or the prospective investor can tell, from month to month, just how things are going, and the opportunities to accuse the railroad management of "inside" manipulation are almost entirely removed.

It does not require a prophet, nor the son of a prophet, to perceive that if such a policy had been generally adopted ten years ago it would have saved the railroads much unpleasant experience. It would have rendered impossible a lot of vicious manipulation which actually did take place, and it would have prevented a vast amount of unwarranted suspicion. PRINTERS' INK has long stood for the fullest publicity for corporate affairs, and we are glad to feature thus prominently the action of one of our leading railroad corporations.

Chas. W. Knapp with New York "Times"

On January 1st Charles W. Knapp will become associated with the management of the New York *Times*. He will succeed Samuel Strauss as treasurer of the Times Company. Mr. Strauss having retired, as noted in PRINTERS' INK last week, because of personal interests that demand all his attention.

Mr. Knapp has been president and publisher of the St. Louis *Republic* for many years. He was one of the organizers of the Associated Press and American Newspaper Publishers' Association.

J. F. Beale, Jr., Resigns from Saks & Co.

J. F. Beale, Jr., has resigned as advertising manager of Saks & Co., the New York department store. Until a year ago he was advertising manager of R. H. Macy & Co., where he served for two and one-half years as advertising manager, and for four and one-half years before that he was with Strawbridge & Clothier, Philadelphia.

THE LOCOMOBILE COMPANY OF AMERICA

Executive Offices & Works.

BRIDGEPORT CONN.

Dec. 21st 1915.

Mr. George B. Richardson,
Advertising Manager,
Life,
17 West 31st Street,
New York City, N. Y.

Dear Mr. Richardson:

We have been making a canvass in connection with the relative popularity of the leading Magazines and Weeklies among those who purchase expensive motor cars. We have been conducting this canvass during the fall months, and although our work is not fully complete I think it will interest you to know that Life is showing up exceedingly well, in fact just now it heads the list by a comfortable margin.

Very truly yours,

J. A. Kingman

Advertising Manager.

JAK-H

The Organization and Handling of Sampling Crews

How the Foreman Is Able to Keep the Wheels Going Smoothly—The Relation Between the Crew of Samplers and the Man Who Sells the Dealers in Connection with the Sale

By J. M. Campbell

A SAMPLING crew usually consists of a foreman, a sign-man and two samplers.

The foreman is paid $20 to $25 a week. A sign-man can be had for $15 a week; samplers for $12 or $14. In addition to their wages the men are generally given an allowance of 25 or 50 cents a day when their stay in a town is so brief that they are unable to get the benefit of a weekly rate at a hotel or boarding-house.

One of the first things a sampling foreman does when he arrives in a city if the city has a population of 100,000 or more—is to buy a map. He examines it and determines whether he will work the city from north to south, or from east to west. He also decides whether to include or to exclude corner houses on the "first over." If he did not do that, the samplers would put two samples in each corner house.

The sampling crew usually works ahead of the sign-man. The sampling foreman posts the sign-man nightly as to the territory he has covered, and the sign-man follows as close as he can.

The foreman's next step—indeed, it is often his first step—is to make arrangements for livery. The time is past when one could engage a wagon, two horses and a driver for $2.50 a day.

The foreman's third step is to transfer his samples from the freight-house to the livery-stable from which he will work, or, if there is not room in the livery-stable, to a warehouse nearby. While these preliminaries are under way, the sign-man or one of the samplers finds a boarding-house.

A well-organized crew of samplers will have things going within an hour of the time they arrive in a town—livery will have been engaged, driver hired, samples transferred, and the sampling crew actually at work.

In large cities it is advisable to use more than two samplers. This is also possible while work is in progress in the thickly settled portions of smaller cities, but as the outlying sections are reached it is often wise to drop one of the samplers. This because the foreman cannot handle the men to as great advantage as when they operate in congested districts.

Opinions differ as to the number of samples a sampler should put out in a day. In a city like Philadelphia, where the houses are close together, there is no difficulty in distributing as many as 600 samples a day. In a suburban district a man may have to work very hard to distribute 400 samples.

WHEN TO SELL TO DEALERS

As to the sales work among dealers which should be done in conjunction with sampling, there is room for honest difference of opinion as to whether the salesmen should precede the samplers, work with them, or follow them.

The advantage of having the selling precede the sampling is that partial distribution will have been secured before the sampling actually begins. The distribution will not, however, be as thorough as if the selling were done at the time the sampling is done.

The advantage of having the salesmen work at the time the sampling is done, is that they can use the sampling as a sales lever.

The advantage of having the selling done after the sampling is completed, is that there will be an actual demand for the product when the salesman calls.

A sample should be left with every dealer, who should also be given a circular in which the plan of introduction is outlined. This, bearing the signature of a reputable business house, is more convincing than the salesman's "say-so."

It goes without saying, of course, that sampling crews should work on regular schedules. A man who has had experience in that sort of thing can prepare a schedule to which the crew can adhere with really remarkable fidelity for weeks at a time.

The *California Cultivator* has purchased the *California Farmer* and the two papers will be consolidated and published as a California publication devoted to the rural home and ranch.

Anderson Will Address Six Point League

The next luncheon of the Six Point League will take place on Tuesday, January 4, in the Hotel Martinique, New York.

Lee Anderson, advertising manager of the Hupp Motor Car Company, will deliver a talk on "Newspapers as a Medium for Automobile Advertising."

It is expected there will be an unusually large attendance at this luncheon owing to the fact that it is to be held during the week of the Automobile Show.

After January 1st, 1916, the Advertising Department of the

Motion Picture Magazine

AND

Motion Picture Classic

will be located at the Home Office 175 Duffield Street, Brooklyn, New York.

FRANK G. BARRY, Advertising Manager

M. P. PUBLISHING COMPANY

Member Audit Bureau of Circulations

All Orders, Cuts, etc., should be sent to the above Address

Western Representative: ARCHER A. KING, Peoples Gas Building, Chicago

Is YOUR Trade-mark Adaptable For a Pencil Clip?

Gain the good will of your customers and remind them to boost your product. Keep your trade-mark before the eyes of your prospects and make them think about you daily. "Clip them" to your trade-mark with an American Emblem Pencil Clip. It is probably the newest, most economical and efficient of all advertising novelties. We will carry out your own ideas as to design, size, metal, colors, etc. Samples and prices for the asking.

AMERICAN EMBLEM CO., Inc.

333-335 Columbia St., Utica, N. Y.

The Little Schoolmaster's Classroom

ONE of the bad habits which the advertising business is in the process of outgrowing is the practice of selecting agency service on the "plans in advance" basis. It still crops up occasionally in prominent places—as for example, in the present advertising policy of the Prudential Insurance Company—but a great many of the leading advertisers and agents are making a determined effort to get rid of it. The Schoolmaster happens to have a copy of a letter written by a leading agent, which contains the strongest arguments against the selection of advertising counsel on the strength of "cute little plans." Eliminating in fairness the marks of identification, the letter reads as follows:

* * *

"Mr. Jones, although it has never been so named, we have at the above-named address a sort of association of American advertisers.

"These advertisers have the feeling that by pooling their interests in our hands their agent can get a much wider advertising knowledge and merchandising understanding that any of them singly could hope to possess.

"These advertisers recognize that if their agent is honest and reliable and they are all put on the same basis, the stronger they make this agent the stronger he must be for their interest because he *is* an agent. Being an agent presupposes that there must be a principal, and if an honest agent has any advantage this advantage accrues to his principals.

"We invite you to join this association. You should not be more careful in your choice of an agent than we are in our choice of a client. We want no concern as a client which is not in robust business health. We do not want weak, inefficient, poorly organized concerns as clients, because they will not size up with the other clients we serve. If you join this company we will put you on the same basis that we put everyone else.

* * *

"We will ask you to agree to give us such advertising as you may do over a stated period. We in turn will agree to buy this advertising for you as well as our experience and facilities will enable us to do. We will tell you the truth as to its cost. We will charge you fifteen per cent above its cost to recompense us for our services and profit.

"Now, then, Mr. Jones, you have indicated to me that a number of agents are preparing plans for you and that you think we take a very high and mighty attitude; that we are not willing to give you proper evidences of our capacity to serve you.

"Please do not get mad at me if I suggest that Tiffany offers you no proof that his gold is 14 karat. This organization does not have to prove to you that it can write good advertisements. That is its business, and it has attained an eminent place in its line by doing this kind of work.

"Indeed, if you went into a jeweler's shop and insisted upon having proof as to the worthiness of the stones and precious metals, you probably would show yourself to be about the easiest come-on that had ever entered a store where it was thought necessary to give such proof.

* * *

"Mr. Jones, you tell me there are six agencies offering plans for your business. Only one of them can get your account. This means that five-sixths of the cost in making plans for your business must be marked off as a loss, or charged up against other clients.

"I know one agency that spent $20,000 in one year for the preparation of drawings, illustrations, composition, etc., for preliminary plans to be used on prospective advertisers. At the end of the year they took this art and mechanical cost and apportioned

Poor People Don't Read It

Poor people do not subscribe to GOOD HEALTH because they have neither time, leisure nor money to follow its teachings. Young people are not interested, because they are usually so well that they do not need to think about health. And—unintelligent people are not interested, because they can neither understand nor appreciate the message in GOOD HEALTH. This is why we are able to claim that *all* GOOD HEALTH subscribers are well-to-do people, above the average age of thirty-five years, with leisure and money to cultivate health and intelligence to appreciate what health means to life. Therefore, there is no "waste" in the circulation of GOOD HEALTH for the advertising of a high-class proposition. I have quantities of proofs of this. Shall I send you a few?

J. Dwight Brewer
Advertising Manager

GOOD HEALTH

1812 W. Main St.
Battle Creek
Mich.

Posters Are Most Effective Silent Salesmen In Chicago

AMERICAN POSTING SERVICE
B. W. ROBBINS, *President*
CHICAGO, ILL.

ELECTRICAL AGE
The National Monthly of Electric Practice

Second Largest Circulation in the Field.
Members A.B.C. January 1916 issue, 11,000 copies.
The only monthly electrical journal covering the industry as a whole.
TECHNICAL JOURNAL CO. Inc., Woolworth Bldg., New York

"GIBBONS Knows CANADA"

Wanted: a Big Job

by a high-calibered advertising man, who has been a leading copywriter in one of the best-known agencies; advertising manager of the largest industry of its kind; copy chief of another successful agency; and now advertising manager of a national advertiser whose appropriation runs close to $150,000. For very good reasons he desires to make a change as quickly as possible.

This man can create, organize and systematize successful merchandising and advertising plans and campaigns—and do it efficiently and economically. He has the ability and personality to win and hold the confidence of those with whom he comes in contact. He can co-operate with sales managers—help them to get the best and the most from their men. He can write copy that is forceful, original and resultful, And he has an unlimited amount of energy and ambition, coupled with the stability gained by broad experience.

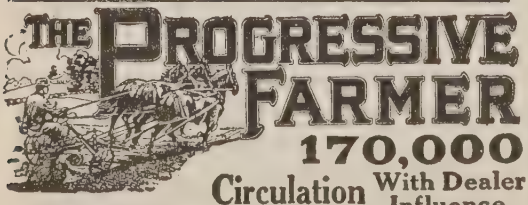
Some agency needing a capable copy and plan man, or some manufacturer needing a real advertising manager, would do well to write for the entire story of this man, who can furnish the best of references and who has a remarkable record of results to show. Address **"Capable,"** Box 381, Printers' Ink, New York.

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992



"No Fakes for Man or Beast or Fowl"

Raleigh, N. C., Birmingham, Ala.
Memphis, Tenn. Dallas, Tex.

it amongst their own clients.

"If you come with us you may rest assured that none of the money that you pay into our organization will ever be employed in doing this kind of work in an effort to get some other client. You may further rest assured that the best brains in our establishment are working in your service and in the service of other clients, and they are not engaged in getting up cute little plans in an effort to attract new business.

"If an advertising agency pays $100 for a drawing in an effort to land your business, and it fails to secure your account, do not be deceived in the belief that this $100 will be merely regarded as a soliciting expense. The drawing will be revamped and used for some one else.

"If you want to have your service come from an agency that works on that basis, you would not make a good client for us. Clients that we serve would not put up with such service.

"The type of service that we render could not possibly be rendered if we indulged in such unbusinesslike and uneconomic efforts. To be frank with you, we do not think we would impress you that we are good, shrewd, successful, money-making business men ourselves, if we conducted our business on such a basis. And above all things, Mr. Jones, please associate yourself with an advertising agency which is run by shrewd, successful, money-making business men."

* * *

One of the big men in a big agency was talking to an ambitious young copywriter who felt that he had "arrived": "Advertising managerships? I'll tell you. In my opinion, a good many such jobs are not worth a tinker's doggone. The really desirable jobs are not likely to come your way because the present incumbents have no intention of letting go of them.

"Sometimes the advertising manager is simply the goat for the sales manager, or the office-boy for the president.

"Look at Jenks. He left our

copy department to become advertising manager for the Umptydiddle Company. His copy had to go through the hands of every director, none of whom was an advertising man.

"When they each had had a crack at it with the w.-k. blue pencil, its own mother wouldn't have recognized it. Jenks got into a pocket and was most unhappy. That's why he came back to his old job. Luckily, there are many happy exceptions, but I would stick to agency work, if I were you."

The agency head "sold" his man on his own job—but whether he exaggerated a bit is another story. There are all kinds of advertising managers, just as there are all kinds of vice-presidents or presidents.

* * *

One of the leading insurance companies in the West had adopted a novel plan for developing leads for its solicitors.

An "Insurance Service League" was formed and fair-sized space was taken in a list of newspapers to tell about it.

One of the first ads run was headed "A New Way to Make Money." The copy went on to say that "Our hardest job is, not to *sell* insurance, but to find the people to sell it *to*.

"We will pay you from $5 to $50 for insurance information that you now possess. There is nothing for you to buy, nothing to sell, no soliciting, no real work.

"Mail the attached coupon for our free book, 'The Insurance Service League,' which tells all about this new plan. No obligation."

Thousands of inquiries were received, for, who *doesn't* want to know a new way to make money? These were followed up with a booklet which explained the "plan" in detail and enthusiastically.

The idea is that "If you have a friend or relative whom you know to be contemplating insurance, send us his or her name on the printed forms furnished you by the Insurance Service League.

Geo. H. Eberhard

is in the East and can tell you of our part in the work of marketing

Ingersoll Watches
Gem Damaskeene Razors
Sterling Gum
Dover Electric Irons
Krementz Specialties

and other nationally known products.

Mail will reach him
c/o Printers' Ink
New York City

The Geo. F. Eberhard Company
SAN FRANCISCO
LOS ANGELES SEATTLE

Newspaper Interest Wanted—

Newspaper man with twelve years' experience as publisher, general manager and all around executive wishes to buy substantial interest in daily in growing city of 50,000 to 100,000.

Or will entertain offer from owner to become general manager on straight salary or salary and bonus for increase in profits.

What have you to offer? All negotiations in strict confidence.

Address, "Experienced Publisher," Box 380, care of Printers' Ink.

We have a place

for a man who can write clearly and interestingly on business subjects and who can edit and rewrite technical material prepared by others.

Submit samples of your work

W. S., Box 382, Care Printers' Ink

Advertising Man Who Knows Machinery, Hardware, Auto Accessories, Building Materials, House Furnishings

I handled, helped in, or studied from the inside the merchandising and advertising of:

Foundry, machine shop, and power plant equipment of all descriptions.

Hardware: auto accessories, mechanics' tools, prepared, metal and slate roofing, wire fencing, builders and marine hardware, rope, twine, cutlery, scales, garden tools, etc.

House furnishings: kitchen and table ware, washing machines, stoves, ranges, heating systems, lamps, freezers, etc.

My sales and advertising experiences covered a period of seven years: three and a half as chief copy and plan man on leading papers in these fields, making trade and consumer investigations, planning and executing campaigns, buying printing and engravings, supervising copy and art work; and three years selling advertising and dry goods.

Copy shows ear-marks of thorough analysis, logical thought, presenting selling features in live, interesting, convincing English.

Age 27, of Irish-American stock, college educated, in perfect health, accustomed to rapid production, hard work. Competent to act as advertising executive for manufacturer in these fields with a sales problem and a good product or as copy man in established agency. Address "I. A.," Box 382, care Printers' Ink.

"One of our solicitors will follow this up and you will be paid $5 for every $1,000 worth of insurance that we write up for the person whose name you send us."

The Schoolmaster understands that the plan is working out splendidly.

* * *

A member of the class who "dorms" at the 23d Street Y. M. C. A., in New York, sends in a card which he says occupied full-position on his chiffonier as he came in from dinner Wednesday evening. It reads:

WEDNESDAY NIGHT "SING"
PARLOR 9:00 P.M.

Fellow-member:—

Do you remember how you used to enjoy the "sing" around the piano with "the crowd" at home or at college? You will enjoy it now!

Come downstairs Wednesday night, prepared for a good time.

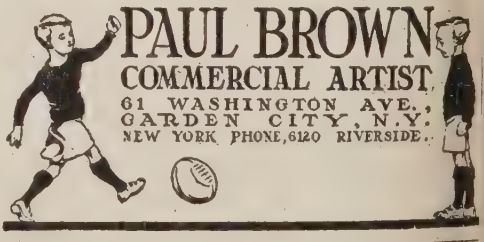
No lecture, no entertainer, no programme of any kind. **Just an informal** "sing."

Let's get together!

Copy like that makes the Schoolmaster feel like clearing his throat, going "downstairs" and getting in on the chorus of "Old Nassau," "Cheer Pennsylvania" or "She Had a Face Only a Mother Could Love." Verily, not *all* the copywriters are in the advertising business.

E. F. McGowan Leaves "Knickerbocker Press"

E. F. McGowan, for over two years local advertising manager of the Albany, N. Y., *Knickerbocker Press*, has resigned.



Premium Specialties

International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c

S. BLAKE WILLSDEN
Heyworth Bldg. Chicago

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

FOR SALE

Electrotype plant, doing a good business, splendid opportunity. Address Drawer U, New Haven, Conn.

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners have consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

FEMALE HELP WANTED

A New York publishing house has an unusual opportunity for an expert typist, to assist the librarian in indexing and research work. Stenography desirable but not essential. Must be intelligent and able to assume responsibility. Salary to start, $15. State age and experience. Box 902, c/o Printers' Ink.

HELP WANTED

TECHNICAL ADVERTISING MAN WANTED

A well-known concern needs the services of an advertising man who knows steam plant appliances, electrical accessories and building materials and can write about them in clear, forceful style.

Reply stating experience fully and remuneration. Address Box 905, P. I.

ASSISTANT IN ADVERTISING SERVICE DEPARTMENT of a leading general monthly magazine. Young man, about 20, with good taste in typography and advertising arrangement, and a working knowledge of type, engraving and printing; capable of preparing a job for the printer or engraver, and following it to completion. Artistic or copy writing ability an advantage. Reply by letter only, giving full information as to experience and stating salary. Box 910, P. I.

Plow Ad Man Wanted. I want a man who knows about plows—has followed the plow; knows how to write good farm paper plow copy, circulars, letters, etc., and can help the sales department of one of the largest plow factories in the world. State experience, age, references and salary wanted. Fine opportunity for right man. Must be clean, sober; not too old. Box 908, c/o P. I.

COPY MAN—FIRST CLASS, FOR ESTABLISHED ADVERTISING AGENCY. A FORCEFUL WRITER who knows how to present selling advantages in a convincing way, and understands the dressing up of magazine and newspaper copy with effective display. Only an experienced man wanted; one who has up-to-date knowledge of intensive merchandising methods, knows how to plan and lay out an advertising campaign, and has capacity for work. State age, experience and salary expected. Address Box 906, c/o Printers' Ink.

I WISH to hear at once from *A Sales and Advertising Executive* of strong personality, with ability to select, organize, enlarge and inspire a sales-force that *will make sales*. Must be able to write forceful, convincing, "ginger" letters and conduct a direct advertising campaign—must be long on tact, but able to "drive" if necessary. Preference given Western man, over thirty, now living in New England or New York.

Remuneration will be adjusted on a 20% basis on commission earnings of salesmen—a drawing account of fifty dollars weekly will be allowed for the first four months. If applicant demonstrates ability to make good, seventy-five dollars weekly for the second four months and one hundred dollars weekly for the third four months, a settlement to be made quarterly. Opportunity to increase sales force and earnings is unlimited.

I do not wish to employ nor will I keep in this position a man who is unable to secure enough business to bring his annual commissions to at least seventy-five hundred dollars.

Give all details in first letter. Replies to be considered strictly confidential. Box 907, care Printers' Ink.

Assistant Advertising Manager
for Advertising Department of manufacturing concern that is large national advertiser. Prefer young man between 25 and 35 years old who can write snappy, convincing copy; lay out strong, striking designs, and originate clever ideas for both consumer and dealer advertising in magazines, newspapers and trade papers, catalogues, booklets, folders, mailing cards and other forms of direct advertising. Must know printing and engraving. Want experienced man, not beginner. Good salary and future for live wire. All applications considered confidential. ADVERTISING MANAGER, Box 901, Toledo, Ohio.

POSITIONS WANTED

Do you want a man to whom you can teach your ways, unhampered by his previous experience? Here's a Cornell graduate, chemistry, some selling experience, 31, single. Has completed I. C. S. adv. course in personal contact with instructors. Has studied 20 current works on advertising and taken "P. I." and "Judicious Advertising" two years. But, he realizes that he has much to learn. Willing to work for little in order to learn under a good man. How about you? Send data for trial copy. Box 909, care Printers' Ink.

LETTER SPECIALIST

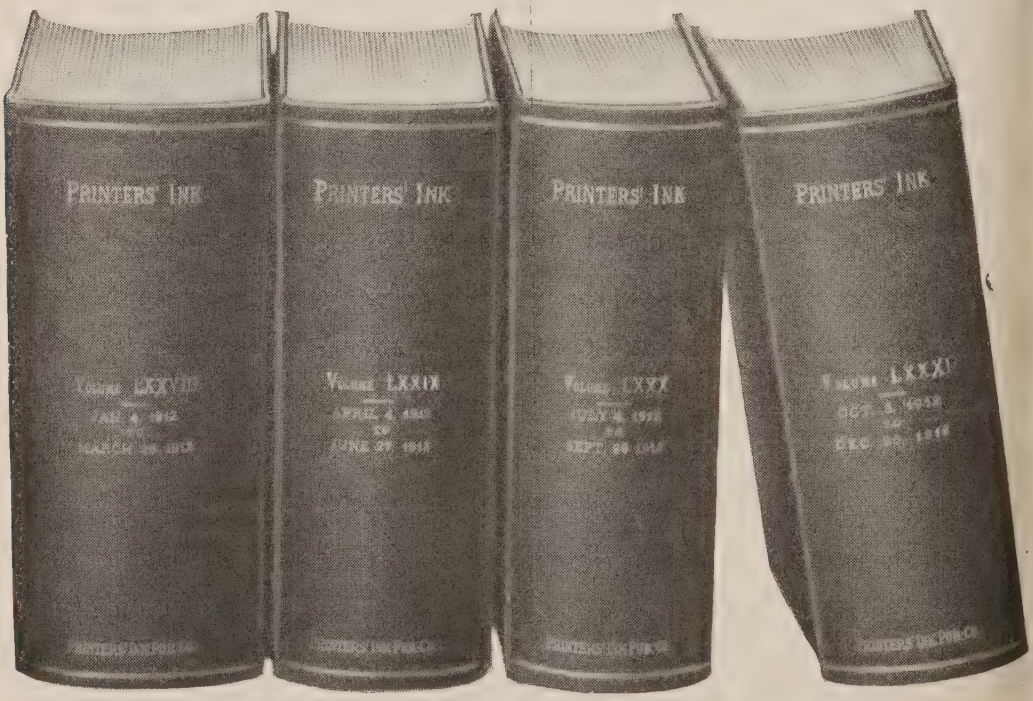
You'll put more snap into your sales correspondence when you take advantage of my "limited specials." Ask about them. Jed Scarboro, 557a Halsey St., Brooklyn, N. Y.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

We know of a publishing business in New York which is making rapid growth, which can be bought at a reasonable price. It would take $25,000 cash, the remainder could be paid over a period of years, and the owner would give his influence in handling the business. Harris-Dibble Co., 171 Madison Ave., N. Y.



ONE PAGE MISSING

from a copy of PRINTERS' INK may easily be as vital to some member of your organization as was the famous nail that cost a battle. Few who give scarcely a thought to mutilating a copy are hardly likely to clip from a bound file.

Avoid inconvenience by keeping a bound file of PRINTERS' INK at hand. Start now with 1914 and 1915 sets. **$8.00 the set of four big books (postpaid)**

PRINTERS' INK PUBLISHING COMPANY
12 WEST 31st STREET - - - NEW YORK CITY

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. or '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1915, 70,116; Sunday, 51,365. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average or 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. or 1914, dy. 20,944. Sun. **Telegram, 14,130.**

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday **61,947;** daily, **80,176.** For Nov., 1915, **74,071 daily; 65,432 Sunday.** The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 2,562 paid, **127,055** gross. 75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily **Tribune, 109,957; Sunday Tribune 155,144.**

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 123,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sun., 99,241; dy. 67,100; **Enquirer,** ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Society. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. In Nov., 1915, 134,848 daily; Sun., 167,599.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (⊙⊙) Sun., 33,018. (⊙⊙) **The Evening Bulletin,** 48,772 ave. net paid for '14.

Seattle, Wash., The Seattle Times (⊙⊙) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great **productive value** to the adv. Av. daily circulation, 1914, **71,858;** Sunday, **90,368.**

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (⊙⊙) **Chicago.** Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (⊙⊙) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (⊙⊙) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (⊙⊙) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (⊙⊙) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (⊙⊙) DISPATCH (⊙⊙)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (⊙⊙) only morning paper among **600,000 people.** "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (⊙⊙) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both **quality** and **quantity** tests. Daily, over **64,000;** Sunday, over **98,000;** weekly, over **96,000.**

The Seattle, Wash., Times (⊙⊙) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, **19,414.**

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, **116,791** more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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ADVERTISING RATES—Display

(Effective January 1, 1916)

$150 double page, $75 a page, $37.50 half page, $18.75 quarter page
Smaller space 40c per agate line—Minimum, one inch

PREFERRED POSITIONS

Second Cover	$90	Pages 7, 9, 11 or 13	$90
Page 5	100	Standard Double Spread	180

The End of a Year

This week The Chicago Tribune closes the most successful year in its history.

Its circulation and advertising have exceeded all previous records.

This enviable record is the result of rendering *exceptional service.*

The increase in circulation is the result of *service to readers*—the increase in advertising the result of *service to advertisers*

And in the coming year The Chicago Tribune will render *greater service than ever before.* Plans for further gains in circulation, and more comprehensive merchandising and advertising service to advertisers, are already under way.

The Chicago Tribune *has only begun. The greatest year in its history is only a starting point.*

The Chicago Tribune

The World's Greatest Newspaper
(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIV — NEW YORK, JANUARY 6, 1916 — No. 1

IT GIVES US PLEASURE TO ANNOUNCE THAT MR. W. M. GERDINE HAS BEEN ADMITTED TO PARTNERSHIP IN THIS FIRM. MR. GERDINE HAS FOR SEVERAL YEARS BEEN MANAGER OF OUR DEPARTMENT OF COPY PRODUCTION. HE WILL CONTINUE IN THIS WORK, AND WILL HAVE DIRECTION OF OUR SERVICE TO CLIENTS.

N. W. Ayer & Son

ANSWERS TO ADVERTISERS

Q. *What is the intention of the phrase* "Put it up to men who know your market"—*and who originated it?*

A. THIS is the slogan that advertised the advent of merchandising advertising, as the practice of the FEDERAL ADVERTISING AGENCY and first appeared in an announcement in this paper in 1910.

FEDERAL is an organization of specialists, each executive being particularly proficient in his field, experienced in the market and acquainted with its merchants.

"THE INTERRUPTING IDEA" is a new booklet published by this organization and addressed to progressive advertisers—it will be sent on request if you address their New York Office at 241 West 39th St.

PRINTERS' INK
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.
VOL. XCIV NEW YORK, JANUARY 6, 1916 No. 1

When the Chief Consideration Is Quickness of Results

Seasonal Advertising, by Zones, Takes Care of the Output of a Perishable Commodity

Based on an Interview with
H. S. Johnson
President, Fox River Butter Company, Chicago

THE average layman would say off-hand that the only perishable commodities which are being advertised are fruits, candies, butter, and certain other food products. But when you stop and analyze it, this element of perishability enters into many other campaigns; into such a wide variety, in fact, that most advertisers can gain something from the men who have solved the marketing problems of a highly perishable commodity like butter.

For instance, manufacturers of records for talking machines, player pianos, and other musical instruments, are dealing in perishable commodities. These manufacturers invested thousands of dollars in reproducing "The Merry Widow Waltz," and other ephemeral compositions. They had to sell this piece of music while it was the vogue. A railroad runs a special excursion to Niagara Falls or Yellowstone Park. Space on that train is a perishable commodity. Every vacant seat represents a lost opportunity. All kinds of theatrical and musical entertainments are perishable commodities. Mme. Melba sang at Carnegie Hall last night, and there were vacant seats. A circus comes to town, and the proprietor must cash in on his advertising that afternoon or evening. Every person whom he fails to influence to attend represents a lost opportunity. All style products are in a sense perishable commodities—articles of men's as well as women's apparel. How many stores are stocked up with "toothpick" shoes that cannot be sold to-day at any price? Camels' hair shawls valued at immense sums have figured for years in some wholesalers' inventories. There was a chance to sell them once,—but not now. And so it goes.

THE BUTTER MAN'S METHODS

The factor of perishability has been the first consideration at every step in the upbuilding of the Meadow Gold merchandising plan. It explains the airtight parchment-and-paper package in which the brick of butter is enclosed, the fact that Meadow Gold has its own distributing organization instead of going through the produce commission man, and the character of the advertising campaign, which is by zones and directly related to and subservient to creamery output, instead of running in mediums of national circulation.

Since this butter was probably the first ever packed at the creamery in the ultimate form in which it was to reach the consumer a moment can be devoted to its origin.

Up to 1901 the Continental Creamery Company, of Topeka, Kansas, like all other good and virtuous creameries, had been selling its butter to the commission men in 60-pound tubs. The commission man paid as low a price per pound as possible, and

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he would often remit for 59 pounds instead of 60, alleging a shrinkage in weight during shipment. The commission man sold in any quantity desired, but usually with the pound as the unit, by parceling the tubs out into individual pounds which he would wrap loosely in parchments bearing his imprint. These "prints" were not securely wrapped or protected from contamination and rapid deterioration. This fact looked like "Opportunity" to the Continental company, and the result was the airtight carton.

It has been often commented that a better name for butter than "Meadow Gold" could not be coined. The name was selected from among the six proposed by the executives of the Topeka concern. The six were submitted to the employees for a vote, and time seems to have demonstrated that the best name won.

But the new idea involved more than an airtight carton. The creamery executives deliberated long and carefully over the problem of standardizing the butter that should go into that carton. Nobody had ever before entertained such a wild idea as that of standardizing butter. Cream is not uniform in flavor and taste at different seasons, and in the same season cream from one section will differ in these respects from that secured from another section. Resulting butter differs in color, bouquet, flavor, and texture. And methods of churning give the greatest variety in body.

The question of pasteurization also came up. The public at the time was prejudiced against this process because it appeared to rob the butter of its bouquet to some extent. Yet butter from unpasteurized cream might well contain germs and impurities, and it lacked keeping qualities. The company fortunately decided for pasteurization, because to-day only pasteurized butter meets the requirements of the public in its demand for pure food products; and in solving the problems of uniform color, uniform flavor, uniform high quality, the manufacturers secured ultimately a product which they believe could not possibly be improved upon. The standardization question was so thoroughly solved that to-day, though Meadow Gold is made at each of the company's 15 creameries, it is always the same. The manufacturers attach the utmost importance to this fact, in discussing their merchandising success.

LOCALIZED NEWSPAPER COPY WHICH PLAYS UP THE PACKAGE

But in the case of a perishable product quality must be both created and preserved. The company had determined to create through advertising a specific consumer demand for Meadow Gold butter. It could not afford to advertise a product that would not repeat. Hence, the necessity of insuring it reaching the consumer fresh and sweet. That required provision for minimum storage at the creamery, quick distribution with attention to refrigeration at every step, and an elastic publicity scheme which could precipitate a consumer demand on the grocers when and where needed to take care of the output. Of course the desire was to increase the output of the butter as rapidly as possible without sacrificing quality and uniformity. But the care necessary in manufacture has made

Borah, Burton, Cummins, Hadley Hughes, Knox, Weeks

and

Roosevelt

These names are prominent among those of men who are being talked of as possible Presidential candidates to oppose Mr. Wilson, who will almost inevitably be the Democratic candidate next November. The Opposition must unite on some one. Who will be chosen?

The coming Presidential pre-nomination campaign will be the most complex and interesting that the country has seen since the days of Lincoln.

The Outlook takes pleasure in announcing that it has engaged

Ex-Senator Frederick M. Davenport

who was a Republican Senator in the New York Legislature 1909-10 and the candidate of the Progressive party for Governor of New York in 1914, as a member of its staff for the five months from February 1st to July 1st. He will present in The Outlook a series of letters from Washington and other centers giving an impartial account of the political activities of the Presidential year. He will also attend the Democratic, Republican, and Progressive Conventions and describe them in The Outlook.

Mr. Davenport is as well equipped for this special work as any man in the country, having had an unusual experience in practical political life and a very wide acquaintance with public men all over the United States.

The Outlook

381 Fourth Avenue, New York

growth deliberate rather than sudden, and advertising has been designed merely to take care of this steady and deliberate growth rather than to create as big a demand as possible regardless of whether or not it could be supplied.

Elasticity of the advertising scheme was more than merely desirable. It was essential. Raw materials in various fields of manufacture are subject to price and quality fluctuations, but probably no other raw material is more uncertain in these respects than cream. The Meadow Gold people might have figured on a normal increase in production for a given year, made the necessary arrangements and investment, and at the last moment been confronted with an output twenty-five per cent short, due to unexpected pasture and feed conditions in the cream-producing territories.

So it is readily seen that the manufacturer of butter must be prepared to get results in his selling department on short notice, and to be able to regulate the size of those results as accurately as possible. If production is short he must be able to cut down advertising quickly, and save waste. If production is unexpectedly large, or can easily be made so due to fine cream at low prices, he is losing a splendid opportunity if he cannot say "go ahead full steam with the production. I can sell it all, and while it is still *fresh.*"

The company has a sales organization which H. S. Johnson, the president, believes is one of the best there is, and a "demand-creating mechanism" that appears to meet all requirements. This covers the half of the United States which lies east of the Mississippi, the territory in which the Fox River Butter Company is responsible for Meadow Gold sales. In this territory over 15,000,000 pounds of the branded butter are being sold annually, and being sold while still *fresh,* regardless of fluctuations in supply from season to season.

THE 1915 POSTER DISPLAY DESIGN

The spirit permeating the Fox River organization is a matter of first importance and has a direct bearing on its success. Mr. Johnson used the words, "one big family," in his explanation, and they convey the idea as well as any others.

He gives it as his conviction that men can work together in harmony only when a true spirit of democracy reigns. He believes, which is the same thing, that business should not be shorn of sentiment. It has been his theory that the "good will" of the consuming public, the kind that reaches fabulous cash values in instances, is no more to be prized than the good will of dealers, distributors, factory employees, cream producers. He believes that the policy

A Charge Account

can be had by Needlecraft subscribers in Chariton, Iowa, at Hollinger & Larimer, the principal department store.

Mr. Larimer's letter proves the kind of subscribers Needlecraft has in his town.

They are the same everywhere.

HOLLINGER & LARIMER
CHARITON, IOWA

Needlecraft Pub. Co.,
New York City

December 11, 1915

Gentlemen:

The other day I received a copy of NEEDLECRAFT and took it home to get Mrs. Larimer's opinion about it. I said, "Here's something new," and she said to me, "Something new, you big goose, my sister takes that magazine and it's passed around and into the homes of all our folks."

Looking over your list of subscribers in and about Chariton, I find that I know nearly every one of them, There isn't a single one on the list of a hundred and eighty-one that wouldn't be WELCOME TO OPEN A CHARGE ACCOUNT AT MY STORE. Most of them are WIVES OF WAGE EARNERS OR WELL-TO-DO PEOPLE OF THE TOWN.

Taken as a whole you have an EXCELLENT LIST of a QUALITY TONE that can't be excelled in this place.

Yours very truly,

(Signed) HORACE G. LARIMER.

NEEDLECRAFT

Three Quarters of a Million Guaranteed

1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager

Member Audit Bureau of Circulations

of engendering good will all along the line is back of the company's success.

Everybody in the organization is made to feel the spirit which urges him to make a friend of everybody else. This feeling has been fostered through addresses at the get-together meetings of salesmen and other employees, at formal dinners, through correspondence, and in every other way possible. Even the 30,000 cream producers who supply the raw material for Meadow Gold butter have been made to feel it through letters from the purchasing department. When the cream men get into trouble they often write to the company for sympathy—and they always get it. In the long run it means better quality, better salesmanship, more harmony. There is no getting away from it.

Nor is it mere idle talk, but it finds expression in such policies as that of salesmen's remuneration, which is salary and commission, as a rule, so that the man who works hardest and best will be proportionately rewarded and will know that the more money he makes the better the company likes it.

SALES HANDLED FROM DISTRIBUTING POINTS

Now for the practical, mechanical part of the sales plan.

Practically every important city east of the Mississippi, to the number of about 50, is a distributing center for this branded butter and has either a branch or an agency of the company, whose headquarters are at Chicago. Each of these distributing organizations has its own sales force, and the company has no general salesmen of its own. The 50 cities themselves are naturally worked more intensively than the outlying areas, yet each distributor gives a pretty good account of his entire territory and the product may be said to have a fairly thorough distribution.

Sales work is continuous throughout the year, the salesmen calling mainly on the grocery trade, hotels and restaurants. The salesmanship centers around three talking points, quality, service and advertising.

The quality of the product has already been mentioned.

By service is meant regular deliveries of fresh butter three times a week, special deliveries at any time on short notice, and, in the case of the retailers, thorough cooperation in every way. The salesman is expected to give personal advice and assistance to grocers in regard to the best use of dealer-helps, arrangement of window displays and methods of pushing sales generally and disposing of overstocks quickly. The company gives no quantity discounts to retailers, one reason being that discounts tempt the grocer to order too much at one time—which means trouble with a perishable product. Overstocking sometimes occurs, anyway, and to avoid in rare cases any possibility of a grocer selling Meadow Gold that isn't strictly fresh, the distributors make a standing offer of fresh butter for stale. Thus, stock that isn't promptly moved is taken back by the distributor, who removes the carton and sells the butter in bulk as cheaper grade. The service given by the "foot salesmen" to grocers can also be given by the delivery men. The delivery men are called "wagon salesmen," and more than mere delivery work is expected of them. They are often promoted to be "foot salesmen," when their ability warrants it.

The third talking-point, advertising, is an obvious one. The usual arguments for handling the well-known brand are made, and they can be made both in advertising season and out, because this butter, despite its zone advertising, can now be said to have been well advertised throughout the entire territory. However, this argument is strongest when a local campaign is actually in progress or is scheduled for the near future.

It has been said that Meadow Gold advertising is by zones. It is also by seasons. Butter production has its "on" and "off" seasons. During the flush seasons prices are low, the product is most cheaply manufactured, and

Vaseline

Reg. U. S. Pat. Off.

PREPARATIONS

WHEREVER you find a drug store you are sure to find the "Vaseline" Preparations. A family medicine chest is not worthy of the name unless it contains some of the various "Vaseline" Products. The trade name "Vaseline" is known the world over.

The H. K. McCANN COMPANY has a very considerable experience in marketing through the drug trade. In addition to directing the advertising of "Vaseline", both in this country and abroad, it is directing the advertising of Nujol and other products marketed through the drug trade.

"We Have A Man Who Knows" is the title of a booklet describing our organization. It will be mailed to you on request.

THE H. K. McCANN COMPANY

New York Cleveland San Francisco Toronto

At New York—61 Broadway

everyone can afford butter. For most of the sales districts, this season is in the warm months, from April to November. Consequently this period annually finds advertising campaigns in progress in various districts. Meadow Gold production has never to date been so plentiful as to warrant advertising in all sales districts in a given year. The appropriation might be spread over the entire territory with the same results, but it is deemed more effective to make fairly heavy showings in selected districts each year than to make light showings in all—and particularly is this true because each year certain districts always happen to be much better prepared for intensive sales work during the flush season than are others. A sort of rotation is, therefore, the rule, and each district has a campaign every two or three years, the campaign lasting several months and being accompanied by especially hard sales work on the part of the district organization.

SECTIONAL ADVERTISING AND HOW DETERMINED

The task of selecting wisely, each year, the points at which advertising shall be done falls to Mr. Johnson, and it is probably his most difficult problem. It requires, of course, a thorough acquaintance with conditions regarding the butter market throughout the eastern half of the United States, and Mr. Johnson travels a good deal, as a consequence, visiting branches, agencies and creameries. He is informed on conditions in each district as regards supply of butter, amount of sales, condition of the local sales organization, record of the local posting plant, effectiveness of past campaigns in that district, etc.

Since the year of the first advertising, 1903, posters have formed the backbone of the Meadow Gold zone campaigns. This year, for example, 85 per cent of the advertising appropriation went into posters, the remaining 15 per cent being invested in newspaper space in a few localities where supplementary work seemed advisable, and in dealer-helps.

In the history of the company there has been only one departure from the merchandising plan which has been outlined. That was in 1912, when, from February to November, was conducted a campaign in standard and women's magazines. The purpose of the departure was to create prestige for the product through the use of descriptive and explanatory copy of greater length than can be advantageously used outdoors. Advertising of this character was not intended as a permanent policy, because of the waste due to unevenness of supply, which, as has been intimated, is seldom good in all territories at once. It was a big campaign, many full pages and half pages being used in leading magazines, including the largest circulations. Copy contained, in addition to its primary appeal to consumers, special dealer-paragraphs—and the campaign actually won over many small dealers who had not been effectively canvassed.

Consideration of one of this year's local campaigns specifically will help to bring out some details which have been naturally passed over in discussing the national merchandising plan. This year campaigns have been conducted in 16 sales districts out of the 50, and it may be said in general that all were successful. Atlanta, Ga., furnishes a good example, having had a typical campaign and enjoyed a typical success.

Atlanta presented good reasons for being included on the 1915 advertising schedule. There was promise of a plentiful supply of butter from April to November; the local sales organization was in fighting trim, the local manager was a man who fully appreciated the value of advertising and the methods of co-operating with it effectively, the dealers were known of old to be sensitive to advertising, for Atlanta has been a Meadow Gold distributing point since the first year, 1903. And, lastly, though not a binding circumstance, it was Atlanta's turn for a campaign.

As soon as Atlanta was defi-

What Makes Quality Circulation?

What is the best indication of a publication's value to you and your business?

It isn't subscription price, nor typographical appearance, nor age, nor method of circulation. These things are important, but the thing you most want to know is—*the paper's hold upon its readers.*

Does it grip them?

That's the big question.

A paper's pulling power for you depends upon its pull upon the men and women who read it.

And that's the secret, the explanation, the reason why of the

Missouri Valley Farmer

It has reader-hold. It isn't a picture paper; it isn't a magazine; it isn't "the only" farm paper—but in more than 500,000 farm homes in the Corn Belt, it is regarded as an every-day help in all the duties of farm life and farm work. Its subscription price is only 25 cents a year—but it sells motor cars and farm tractors and pianos and good wearing apparel and everything else that the progressive farmer and his family use. It sells goods because its readers *believe* in it—because they have found it of practical every-day help to them.

If you know the farmer, a study of the contents of the *Missouri Valley Farmer* will convince you of its hold upon its readers.

And that's what you're looking for.

Arthur Capper, *Publisher.*

Topeka, Kan., Jan. 1, 1916.

MARCO MORROW, Director of Advertising.

Chicago, Mallers Bldg....J. C. Feeley

New York, Flatiron Bldg..W. T. Laing

Kansas City, Graphic Arts Bldg., R. W. Mitchell

St. Louis, Chemical Bldg., C. H. Eldredge

Omaha, 1st National Bank Bldg., J. T. Dunlap

Oklahoma City, Colcord Bldg., M. L. Crowther

nitely established on the advertising schedule for posting in April, June, September and November, an intimate personal letter was immediately sent from advertising headquarters in Chicago to the Atlanta agent. This told him exactly how much posting had been allotted to his district, what items in the way of dealer-display matter would be furnished, and authorized him to select the posting locations. The posting plans comprehended the pasting of name-strips on the posters so that dealers unfamiliar with the product would know where to apply for it.

The agent was urged to get in touch with the local posting company, make or renew the acquaintance of the man in charge and possibly some of his subordinates, talk over the possibilities of the campaign, let them know what hopes were entertained of big results provided all pulled together—in short, inject into the postermen some of the optimism and enthusiasm he himself felt over the news that he was to have a local campaign.

The agent was also given suggestions for his announcement by mail to local dealers of the campaign in prospect. He was also urged to go over the plan thoroughly with his salesmen at their get-together meetings and to exchange ideas with them as to the best means of taking advantage of it.

Beyond seeing that local salesmen are thoroughly informed about the details of a campaign, the Chicago office, at least, leaves them to their own devices in the matter of making the best use of what is offered, merely urging them to study the dealer-display material and consider each grocery store an individual problem as regards its effective use. This year's dealer-helps consisted of large metal signs for use on interior walls, display cards and signs for both counter and exterior use, and some very attractive window cut-outs. The Meadow Gold package was featured in all this matter—as it is, incidentally, in all advertising—for the primary advertising effort is to stamp the appearance of the package on consumers' minds.

The correspondence in regard to the campaign was, of course, well in advance of its opening. The posters went up April 1st, and found the local organization primed for intensive work.

OTHER PUBLICITY

The sales talk for the product has already been outlined. The salesmen are not, however, the only contact of the distributor with the dealers. Form-letters, circulars and attractively designed mailing-cards are sent out to them from time to time in order to keep interest boiling during the period between salesmen's visits. These go to both "sold" and "unsold" grocers, and have the earmarks of the regular publicity, being quite often in colors and featuring the package. Copy is always brief—usually a single sentence—and thus it usually gets a reading. An example is: "Meadow Gold Butter—it won't come back, but the customers will." Another was shaped and colored like a pumpkin and started out, "Some pumpkins, when it comes to quality."

In entering new territory the company finds, as a rule, that the smaller dealers can be lined up first. They are always on the lookout for something that will give them an advantage over their larger competitors. Later the big stores see that the small ones have hit on a good thing and stock also.

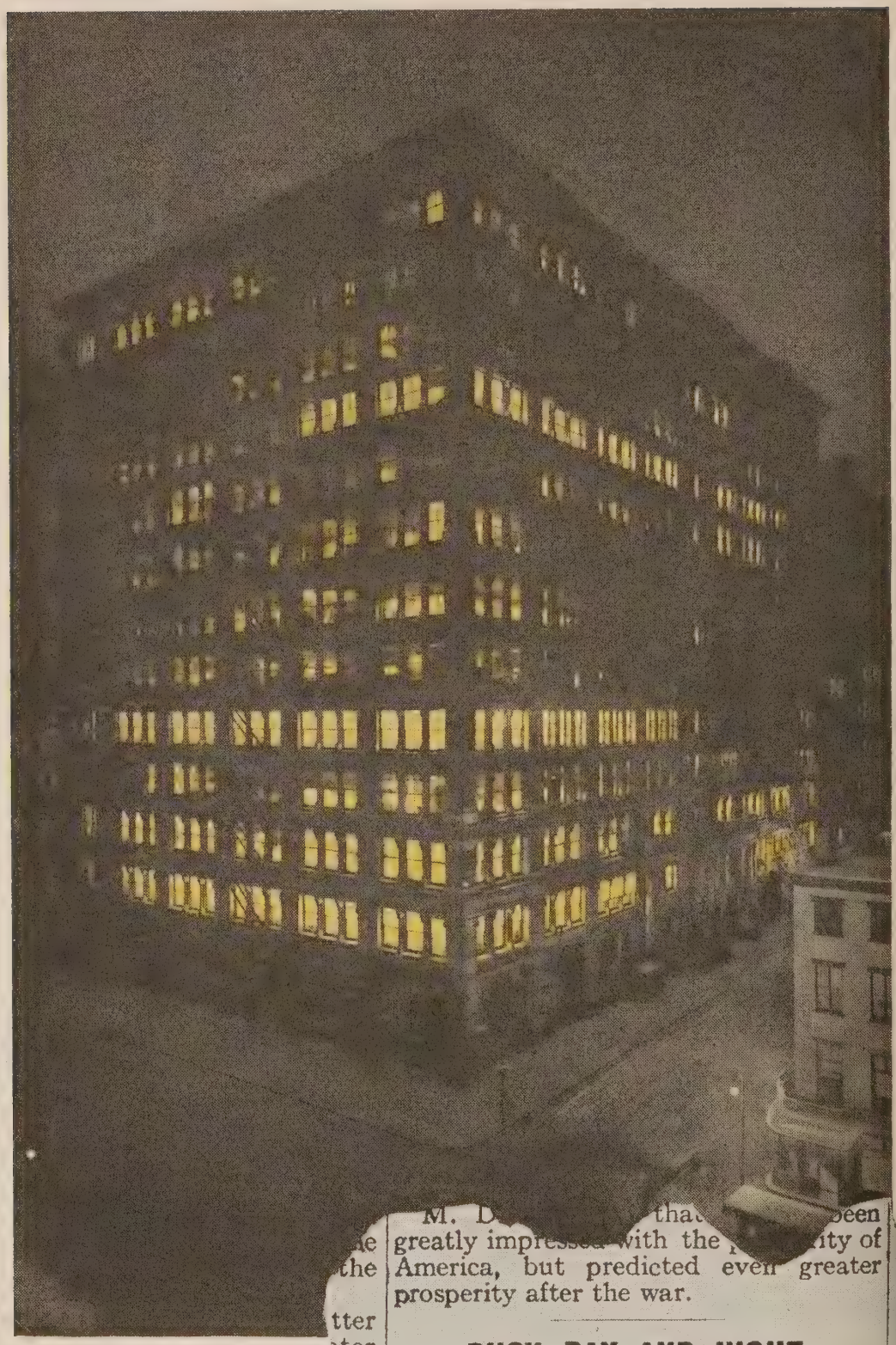
Actual results from the campaign at Atlanta were excellent, sales for the season showing an increase of 33⅓ per cent, approximately, over sales for the same period in any previous year.

That the posting schedules for various territories are by no means uniform, but are planned best to meet local requirements, will be indicated by a comparison of the schedule described for Atlanta with those actually followed during the past season in some other localities. In Chicago posting was done for five consecutive

(*Continued on page 76*)

PYRENE FIRE
Extinguishers are now being advertised through
CHELTENHAM
Advertising Agency

11 EAST 36TH STREET
NEW YORK



M. D... that ... been greatly impressed with the ... ity of America, but predicted even greater prosperity after the war.

BUSY DAY AND NIGHT

New York, Dec. 14.—As an indication of a remarkable improvement in business conditions there is not better evidence than the fact that the American Lithographic Company's plant at 19th Street and 4th Avenue is working day and night.

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...the interests
...porations run
...erests in this
...been able to
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NE... ...UNICIPAL BUDGET

Back of this little news item—with its story telling headline;

back of the massive building built for and occupied by us exclusively;

back of its thirteen floors—throbbing with gigantic presses;

back of its night lights guiding faithful toilers when the city slumbers;

back of every single unit of up-to-the-minute machinery employed to produce more mechanically perfect work;

back of the steady influx of big business that keeps us working day and night;

back of all this and more is the splendid organization of the American Lithographic Company—and a story of vital interest and import to every scrutinous business man.

Many manufacturers have already listened to it. Have you?

If not—we'd like to tell it—again—to you.

AMERICAN LITHOGRAPHIC COMPANY

NEW YORK CITY, BUFFALO, CHICAGO, BOSTON, PHILADELPHIA, DETROIT, CLEVELAND

Factories: New York, Brooklyn, Buffalo

Today's Brass Tacks Talks

A magazine is known by the advertisers it keeps.

Commendatory letters from such advertisers, are sometimes interesting, but seldom conclusive.

Each week, upon this space, Today's Magazine will bulletin a few facts about one of its advertiser friends; not letters, consisting of words, but facts, representing the expenditure of dollars.

CREAM OF WHEAT will be spoken of in the first bulletin.

Frank W. Nye

Handling Men with the Velvet Glove

What Tactfulness and Intimate Knowledge of Men Have Accomplished for Some Executives

By George L. Sullivan

IT is true, at least from my observation of a good many big executives in varying lines of effort, that the man who is more closely in touch, humanly speaking, with the units of his human machine with which he has to do his work, has a greater insurance of success than the man who regards these same units as mere numbered cogs in the big machine.

Once I knew a man, a merchant at the head of a great manufacturing concern with a very wide organization of dealers and agents. He had several men on the road obtaining new dealers and agents. He became dissatisfied with the work of one of these men. He was a big man, and the thing he did could perhaps be done by one of his subordinates, but he wanted his own information. He disappeared from the office one day and was gone for several weeks. No one knew but his secretary where he had gone. Meanwhile, the man who had been placing agencies had been called in to the home office.

He went into this man's territory, called on all the dealers in towns which his agency man had been unable to close, paying particular attention to those dealers whom he wanted, but whom his man had been unable to get. His method was one of extreme frankness.

He would walk into the dealer's store, tell him who he was and make an appointment with him for a chat later in the day, preferably toward the close of the day when the business was drawing to an end. Then he would tell the man frankly that the company had desired him as a dealer or an agent and asked him to be as frank in explaining why they had not been able to obtain him.

This man has a singularly engaging personality and the faculty of putting any man with whom he talks instantly at ease and making the impression that he is seriously interested in that man's problems. Without exception, these dealers told him with a frankness matching his own, just why they had not been sold on the proposition.

It was not long before he discovered what he felt to be the vital difficulty in his own man's method of approach and attack. He carefully concealed from the men on whom he called any feeling that he was criticising his own man or dissatisfied with his work, and he did this in such a way that he left with the dealer the impression that he was working out a new method of handling that end of the business and that what he was doing was with the intent of helping his own man.

The ultimate result of this series of calls was as I have said above—the discovery of the difficulty in his own man, a much closer and much broader realization of conditions which his own men were meeting and a creditable list of contracts with men whom he wished to obtain.

CHANGE OF METHODS RESULTS FROM INVESTIGATION

Leaving this branch of the company's business, he then went over into the territory where already appointed agents were not sending in orders as he felt they should.

He followed the same method here and obtained a great deal of information which it was impossible for him to get any other way.

The result was, on his reaching home, that he called together all his agency men, told them in detail what he had been doing, ex-

plained to them why he had done it, admitting that he had not known as much about conditions as he had thought, and suggested for their approval, a new method of obtaining and handling agents.

He carefully kept in the background any impression that he was dissatisfied with their work, and in this way preserved their feeling of loyalty and interest in their work, but in the next six months the business from all the outlying territories largely increased.

Here was an example of a man with such a thirst for knowledge of actual conditions that he went after them first-hand, and with such a profound knowledge of how to handle his own men that he made use of what might have been, to them, a disquieting method to make them stronger and to make his selling agencies more effective.

It is undoubtedly true that more big executives than formerly are realizing the wisdom of being closely in touch with their underchiefs—and even in very large organizations, which have been curiously successful, I have noted that this human touch has been extended way down in the ranks.

One of the largest producers of automobiles in this country is said to know by name all his operatives in the factory. He walks through the factory in the morning occasionally and something goes on like this:

"Good morning, John! How's that sick baby of yours getting on? Anything that the company can do for you?"

Or:

"Hello, Fred! I suppose you and your brother from Detroit had a great reunion last Sunday."

And more of the same thing down the line.

This man at one time went through a very difficult and trying period in his business. Short of funds to manufacture the goods which he had sold, but with the firm belief in his own product—since wonderfully justified—he drew around him men in whom he had the greatest confidence and who had absolute confidence in his dream, and then he kept them with him by just such methods as I have indicated above.

That was his method of putting across what he wanted to accomplish.

Every one of the operatives was putting into the product the last ounce of his knowledge and skill, because he did not want to throw down the "old man." The product being right, sold easily, and the money was forthcoming, but the success of the great undertaking may be legitimately traced back to the warm feeling of loyalty and eagerness to help the head of the house, which grew out of the association between him and his operatives.

INEXPERIENCED MAN WON EMPLOYEES' RESPECT

Great executives fall into types. It occasionally happens that a man is thrust into a business with which he is technically unfamiliar through force of circumstances, but fitted to put the job through from his knowledge of men and how to handle them. Such a man was put into the position of general manager of a great department store after several years in a totally different field of effort. The old-timers in the department store were naturally skeptical of his ability to make good, as they thought it required a thorough technical knowledge of fabrics, markets, and the problems of purchase. But this young man was very wise. He had made up his mind that all it needed was a thorough knowledge of men. His idea was to get the best man for each division, put him in charge, leave him alone and hold him strictly to results. If he produced, well and good. He was commended. And the executive succeeded in establishing in the man's mind with very few words, the feeling that his work was recognized and appreciated. If the results did not come the man went.

This executive was a man of very few words, but each one

weighed a ton. I asked him one day how he had ever gotten away with the difficult position in which he found himself when he was made the head of the great enterprise. "Well," he said, "I said nothing and looked wise for two years. By talking little I gave no chance for anybody to have anything on me, which they might have had if I talked freely and showed my ignorance of conditions. Gradually, of course, I came to have a more thorough and entirely serviceable fund of knowledge regarding the technical conditions of the business, but I still believe after all my years here, what I believed when I came into the store—that the man who keeps quiet, watches, and has a sincere desire to do his work and to help the other fellow to do his is the man who will accomplish the big things."

Some executives accomplish their ends by the impression of authority, either asserted or so evident that it needs no assertion.

There is a managing editor in New York who has seen his paper come up from nothing to be one of the great newspapers of the world. He has probably a thousand men who do not receive their salary unless he approves the payroll. They are scattered all over the world. His mind is a most unusual one. He has the news faculty, so-called, developed to an extraordinary degree. He has the ability to grasp a big story out of the air, build it up in the nerve-trying hours between 10:30 and 1 o'clock at night and spread it out on the front page of his paper for his readers the next morning, a perfect thing.

The analysis of his method, not considering his native news faculty, discloses the fact that his success in organizing a machine and using it to its capacity, has been due to his ability to make these thousand men all over the world regard him as authority. It is all done in a very quiet way without bombast or a definite stating of the fact that he is authority.

But every man with whom he comes in contact gets the feeling that this man *knows,* and they yield to his judgment and his experience. The consequence of this is that he gets from these men exactly what is in his own mind on each separate story or layout. I have seen him tremendously excited on occasions, but I have never seen drop from him for a second the curious envelope of authority which is his distinguishing characteristic.

Two city editors, whom I have known, accomplished their work by very different ends. One growled, criticised and heckled his men constantly. They cordially hated him, but worked hard for him, because they feared him. He was constantly changing his staff.

The other one handled his men as if they were his own family. He knew all about their personal affairs. His men would do anything for him, and he had the same staff year after year without break or change.

Both men accomplished their ends; one at an expenditure of useless energy and one by saving that energy.

HOLDS MEN "ON THEIR TOES"

One of the biggest executives in New England has faced the problem for a year and one-half of a constantly increasing volume of business and constant additions to the plant to meet the demand. In that time he has had to employ a great many heads of departments. He has superintended the work on the plant additions and faced the problems of new and varying market conditions. He said the other day in answer to a question as to how he got through his gigantic task every day: "My job is to do the thinking, and my biggest job is to get department heads who can do the thinking in their departments. If I can go into their offices and see that their desks are clean and that they are sitting around apparently doing nothing, I know that the work in their departments is being done and that they are doing the thinking in each one of their departments. I don't want them to burden themselves with details or

to pile themselves up with work and actual labor. I want them to delegate it."

This plan he has followed out with notable success. The impression of the factory is that of an army of men on its toes and his job is one of the biggest in the country.

CREATIVE MIND MADE THIS EXECUTIVE SUCCESSFUL

A big executive of an entirely different type from any of the others was a man in charge of a farming, lamb-feeding and land-development scheme in Colorado. From the very nature of his work he had to be close to it all the time; that is to say, he had to be actually on the ground where some of these activities were being carried on. He was a man of singularly long vision and a great belief in the possibilities of his country.

Coming into the valley at a time when he had persuaded many farmers to give up their heart-breaking Kansas holdings, where at that time crops were few and far between, he had induced many of them to plant large fields of alfalfa. This was a crop easily grown, yielding three or four cuttings in a season and producing enormous volume of fodder.

At the end of two years he was confronted with the proposition of a very great supply and a very small demand. In other words, the farmers had produced quantities of alfalfa and had no place to sell it, although the price at that time was $3.50 a ton, delivered.

I have often thought that he would have been a great man to put in charge of the merchandising division of a modern advertising agency, because he certainly knew how to create a market. He was literally from Missouri, leaving one of the sleepy old county towns in that State to come into the newer valleys of Colorado; and in his Missouri experience he had experimented in a small way in the feeding and fattening of lambs for market. But the conditions of weather and feed in Missouri had never allowed him to be greatly successful.

He made up his mind that in the sheltered Colorado valley where he was living, there existed a wonderful field under ideal conditions for the feeding of lambs in large quantities. He would have to bring in his corn by freight, but his green fodder, the alfalfa, was there in great quantities. Saying nothing to anyone, he went into New Mexico one September and bought a flock of 5,000 six-month-old lambs. He brought them into the Colorado valley, contracted for alfalfa from the farmers to feed them; brought in his corn from Nebraska by freight; kept them from the middle of October until the first of June and delivered them in Kansas City with the largest percentage of weight increase and with a flesh-quality that brought the largest price up to that time of any fed lambs brought into the Kansas market. What had he done?

First. Created a market for alfalfa, which gave his farm tenants and householders a reason for going on with their properties in Colorado.

But more valuable than this, he had created an enormous industry in that valley in Colorado, and he established the name of the "Colorado-fed lamb" in the great markets of the world. Today, after a lapse of 15 years, alfalfa is selling in that valley at $18.00 a ton, delivered. The valley feeds very close to 2,000,000 lambs annually, and you will find on the menus of the great hotels of London and Paris, "Colorado-fed lamb" mentioned as a delicacy.

To me this man has always seemed a perfect type of the big executive; not the man who sits in an office and presses a button, but the man with a great dream, great faith, great capacity for hard work and eagerness to go to the roots of things himself.

After all, is it not this type of man, either working in his natural environment or transplanted to the city, who does the biggest things and puts across the biggest achievements?

The Evening Post

GERMAN COPPER SUPPLY FAR FROM EXHAUSTED

and more than rec
debenture cert
sold ex yest
was traded
Light an
Que

HOW MATERIAL FOR MUNITION
rock with compressed
ns, past elevator shafts and emer-
ncy shafts.

As we were down below the very centre of the mountain, one of the men from another mine who accompanied us, asked the manager of the mine whether he believed in the "Wünschelrute" (the divining rods by which, according to an old belief, it is supposed that one can tell where the rich deposits are). He himself, he said, was absolutely convinced that it has properties that are as good as magical. But the manager laughed.

"I believe only in my Bible," he said.

"Your Bible?" I asked.

THE MINE MANAGER'S "BIBLE"

"I mean the American Mining Journal," he said, smiling. "We all read it religiously. For years the rates cited in it, rather than the prices listed in the German journals, have been the basis of the German mining trade. Since the outbreak of the war, the English have kept all other American mining products from us."

The shoot of ore in this mine is wide

The whole story of the prestige of this engineering journal is told in this brief excerpt from New York's most authoritative newspaper.

The Mine Manager's Bible—

Mining Journal

Published by The Hill Publishing Company
at the Hill Building New York City

Also publishers of *Engineering News, American Machinist, Power* and *Coal Age.* All Members of the A. B. C.

W. M. Gerdine in Firm of N. W. Ayer & Son

W. M. Gerdine has been admitted to partnership in N. W. Ayer & Son, Philadelphia.

Five years ago he went with Ayer as a copy writer and two years later was made manager of the copy department, embracing the production of copy, art engraving and printing. Besides directing all copy production, he has represented his house in its dealings with many of its clients.

Mr. Gerdine's first advertising experience was with the Economy Service Company, a part of the Root Newspaper Association, and later he was advertising manager of The Parker-Bridget Company, a Washington, D. C., clothier and haberdasher. He next entered the employ of the Federal Advertising Agency, New York, first as writer and later as office manager.

He will continue as executive head of the copy department for Ayer & Son, and in addition will direct the service of that agency to its clients.

J. J. McPhillips Leaves "Textile World Journal"

J. J. McPhillips, who has for over six and one-half years been advertising editor and manager of promotion and service work of the *Textile World Record* of Boston has resigned to become New England manager for the Byxbee Publishing Company of Chicago, which will publish six trade newspapers under the general title of Central West Publications.

Before going with the *Textile World Record* Mr. McPhillips was for two years advertising manager of the Columbus Press, New York, and for one year previous to that was with the Hill Publishing Company, New York. His previous advertising experience was in department stores in Rhode Island.

Cleland with McGraw Papers

H. E. Cleland, manager of the "Make-It-Pay" department of the Hill Publishing Company, New York, will join the staff of the McGraw Publishing Company, January 10th. Oscar Graeve, now assistant manager, will be promoted to the management of the "Make-It-Pay" department, and he, in turn, will be succeeded by R. Bigelow Lockwood.

P. C. Gerhart with Armstrong Packing Company

Paul C. Gerhart has been apointed advertising manager of the Armstrong Packing Company, Dallas, Texas. He was formerly with the Wertheimer-Swarts Shoe Company, St. Louis, in a similar capacity and more recently sales and advertising manager of the package-goods department of H. O. Wilbur & Sons, Inc., Philadelphia.

Making Back Numbers of "Printers' Ink" a Real Help

FRANK J. GLUNK
ADVERTISING SERVICE
SAN FRANCISCO, CAL., Dec. 18, 1915.

Editor of PRINTERS' INK:

The article of G. W. Neilson of the Lavoris Chemical Co. to have the articles in your valuable magazine available in more condensed form, will probably be echoed by many. His suggestion, however, to put the good articles, the "meat" as he calls it, in the center, has one serious draw-back, namely, that it would be impossible to accomplish it. Because, what would be interesting to one, might prove of little value to another. Take any issue of PRINTERS' INK and you will find almost every article "meat" to some particular line. You simply would have to place them all in the center.

Two methods may be suggested to keep a handy record of the interesting and helpful articles easy of access: One would be for your firm to gather at the end of the year in a special volume articles devoted to certain lines. That would involve considerable expense and labor for which you would have to charge.

Another easy method which I find very successful is for each subscriber to keep a card index file on which he keeps record of the issue and page in which a, to him, interesting article appeared. Under the card "Trade Marks" he will find listed every article on that important subject. "Legal Decisions," "Window Display," "Helps to Salesmen," etc., all can in a few minutes be made readily accessible. This will also keep for handy reference those numerous suggestions in letters and under the "Little Schoolmaster" which do not appear in the index.

It's the only plan I know of by which each man can keep for handy reference *all* that interests him and *only* that which interests him.

FRANK J. GLUNK.

Recommends Trade-marked Lumber

John Bemer Crosby, of Chicago, who has handled a number of advertising campaigns for lumber, has taken a strong position in favor of trade-marking lumber products. In an article on the subject, published in a lumber journal, he says:

"Signing your lumber is no different from signing a promissory note, payable on demand after date. If your standing is good in the marts, your promissory note is negotiable without discount, and every time you issue such a promise and deliver on it your credit is further enhanced. The unmarked commodity is getting to be almost as dubious a purchase as fiat currency. The manufacturer who uses a trade-mark labels himself as surely as he labels his product. The educated buyer is the bell-wether of all buying. The educated buyer will always go by the trade-mark, and 'give the go-by' to anonymous goods."

AGAIN MORE

Here are a few interesting figures comparing Collier's Automobile Number of 1915 with this year's—published this week.

The 1916 Automobile Number has 16 more pages for readers; 56,300 more copies circulated for advertisers; 9,546 more lines of advertising which represent $23,555 more for the publisher.

5¢ a copy

Collier's

THE NATIONAL WEEKLY

A. C. G. HAMMESFAHR, *Sales Manager of Advertising*

J. G. JARRETT, *Eastern Manager* J. E. WILLIAMS, *Western Manager*

"Collier's ranks first in national publications with us. Excellent dealer's as well as private medium for getting results."

This week January 8th you will want to read "WRITING A BUSINESS LETTER" by William Maxwell.

SAWING our own wood takes all our time, so don't ask us about the other fellow's knots. Having a Million circulation is a big job; so is keeping that Million 99 9/10% pure; so is having more advertising offered than we can crowd in the paper.

The Farm Journal

"UNLIKE ANY OTHER PAPER"

The Prize Contest Which "Gets By" the Post Office

Some Things Advertisers Must Guard Against in Planning Contests to Meet Uncle Sam's Approval

By Roy W. Johnson

[EDITORIAL NOTE: This is the last of a series of three articles on prize contests. The first appeared in PRINTERS' INK for October 14, under the title "The Prize Contest as a Merchandising Factor." The second article, "Adopting the Prize Contest to Its Market," was published in the issue of November 4.]

FOR a good many years the Eastman Kodak Company offered a list of very substantial prizes for the best photographs made with its goods. A condition of the competition specified that the photographs must be made with a Kodak or a Brownie camera and Eastman film—a necessary proviso, inasmuch as the pictures were to be used in Kodak advertising, by reproduction and by distribution as samples. About ten years ago, however, the Post Office Department decided that the contests came within the prohibition of the Postal Laws and Regulations against lottery schemes and games of chance, and they were consequently abandoned. Present Kodak competitions, as outlined in a previous article, contain no suggestion that the materials used shall be Eastman products.

Now, the contests above referred to were not run for the purpose of forcing contestants to purchase Eastman products. The company asserts that less than two per cent of those competing made any special purchases for the purpose of entering the contests. The thousands of amateur photographers who sent their best pictures to the Eastman company understood the conditions perfectly, and appreciated the fact that the pictures would be valueless to the company unless they were made with Eastman goods. But the Post Office, under the interpretation which has been given to the extremely indefinite section of the Postal Law relating to lotteries, decided that matter advertising the contests was not mailable, and that ended it. The fact that the contests were honestly conducted made no difference, so far as the use of the mails was concerned.

Many advertisers have had similar experiences, and many a publisher has had an entire issue held up at the Post Office because it contained an advertisement of a prize contest which was held to be in violation of Section 482, Postal Laws and Regulations. Section 482, be it known, provides for the exclusion from the mails of newspapers and other publications of any kind, including circulars and pamphlets, which contain advertisements of any "lottery, so-called gift concert, or similar enterprise, offering prizes dependent upon lot or chance." That latter phrase is one of the masterly expressions to which Congress sometimes gives utterance. Like the phrase in the Trade-mark Act about goods which possess the "same descriptive properties," and the Clayton Law's prohibition of acts which "substantially lessen competition," nobody really knows exactly what is meant. So it is necessary to have some authority to pass upon each specific case which comes up, and the wording of the statute is supplemented by a more or less voluminous mass of "interpretation."

WIDE LATITUDE OF INTERPRETATION

Now it happens that in cases which involve the registration of trade-marks, or violation of the anti-trust laws, the duty of interpreting the meaning of the law rests upon the courts, which means that the interpretation will follow precedent rather closely. By a study of the decisions which have gone before one may form an approximate judgment in advance as to the disposition which may be made of his own case. But the

interpretation of Section 482 of the Postal Law is up to the Post Office Department, which, to all intents and purposes, is absolutely autocratic in the matter. The "Postal Guide," which contains such information as the Post Office chooses to give to the general public, has the following to say on the subject:

"The terms 'lottery, so-called gift concert or similar enterprise offering prizes dependent upon lot or chance,' as used in that section [Section 482], include 'guessing' or 'estimating' contests for prizes, as well as drawings and raffles of every kind, whether general or local, whether for private gain or in aid of charitable, educational or religious objects, and whether the consideration for chances be money or otherwise. Enterprises in which prizes are distributed among purchasers of merchandise in stated amounts, or among subscribers for publications, or for shares of corporate stock through the medium of drawings or guessing contests are lotteries within the meaning of that section. Publications, circulars, cards or pamphlets containing advertisements of such enterprises or notices or other information of any kind relating to them, should be withdrawn from the mails.

"Where there is doubt whether the scheme advertised or referred to is a lottery, or similar enterprise, as defined by Section 482, the matter in question should be submitted to the Assistant Attorney-General for the Post Office Department for advice as to its admissibility. Communications to postmasters from the Assistant Attorney-General embracing opinions or rulings in respect of matter so submitted are to be regarded as records of the post office and retained among its official files for purposes of reference. The substance only of such communications should be conveyed to interested persons, and in no case should exact copies be supplied to them; the ruling or opinion being intended for the guidance of the postmaster, and not for the use of those interested in the enterprise passed upon.

"The Post Office Department is endeavoring to enforce the anti-lottery statutes strictly and with thoroughness. Postmasters, railway postal clerks and all other officers and employees charged with the handling of mail matter are therefore expected to examine such matter, especially publications, with the greatest care consistent with prompt transmission and delivery, and to withdraw or exclude all such as is ascertained to relate to lotteries or like enterprises. Many postmasters have been found negligent in this regard."

HAVE POST OFFICE APPROVE ALL CONTESTS

Now, there is only one definite and specific conclusion which may be drawn from the foregoing quotation, and that is this: no prize contest should be announced which has not first been submitted in all its details to the local postmaster. If he decides that it is not a lottery within the meaning of the law, there is not much chance that anybody else will interfere with it. Railway mail clerks and other handlers of mail matter are commonly too busy to do much prying into matter which has passed the office where it was mailed. If the local postmaster is in doubt, he will send the evidence on to Washington for an opinion. That means delay, of course, but it is far better to submit to a few weeks' delay than to attempt to put the thing through without consulting the local postmaster at all, and run the risk of being thrown out in the midst of the contest.

If the authorities at Washington O. K. the contest, all is well. If they condemn it, you may find out what features were regarded as objectionable, and you may not. It depends upon your relationship with your local postmaster. He can tell you if he wants to, and he need tell you nothing more than the bare fact of rejection if he feels that way about it. As a rule, postmasters are willing to co-operate with advertisers to a reasonable extent, but no postmaster is obliged to do it. PRINTERS' INK for November 26, 1914, contained an interesting account of how the

L. S. Starrett Company, of Athol, Mass., secured approval for a window-display contest through the co-operation of the postmasters at Boston and New York. And right here it may be stated in passing that it is of no avail to submit contest plans direct to Washington in the hope of saving time. The result will be a polite note to the effect that the department does not pass upon such matters unless requested by some postmaster.

A FEW IMPORTANT "DON'TS"

Although the law on the subject is very indefinite, and so much depends upon the individual judgment of the official who passes on the matter, there are a few rules which experience has shown to be pretty safe to follow. Most of them are negative, and they can best be stated in the form of "don'ts." Here they are as I have gathered them from the experience of numerous concerns which have run into them:

Don't try to get past the post office with any contest which imposes an entrance fee upon contestants, or which requires the exclusive use of your goods, or which necessitates, directly or indirectly, a purchase of your goods in order to compete. This is extremely important. Once in a while a scheme is skilfully enough arranged to "get by" for a while, but the moment some official discovers the joker the mails may be closed to the whole contest.

Don't base awards upon chance. Make them depend upon skill or effort. This is quite as important as the preceding injunction—sometimes more important. Guessing contests, raffles and drawings cannot be conducted through the mails. Ask contestants to do something which requires skill (such as window-trimming, for example), or effort (like soliciting orders for electric lamps), and make the awards in proportion to the skill or the effort shown. You must be able to demonstrate that the person who wins the first prize has really accomplished

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

something more than the winner of the second prize, etc.

Don't fail to provide that in case of a tie a prize of equal value will be given to each tying contestant. That means that prizes must be *duplicated*—not divided. If the first prize is a $200 Victrola, and two persons qualify for it, you must give two $200 Victrolas. The person who is entitled to a prize is entitled to *all* of it, not merely to a part of it. And by the same token, every person who is entitled to it is entitled to all of it.

Don't attempt to run an indefinite contest. The contest must begin on a definite day and close on a definite day. Don't attempt to extend the time limit after the contest is once started.

Don't try to base awards upon indefinite conditions. Don't offer prizes for the "best" windows without stating the basis of comparison. Wherever possible units of measurement must be clearly stated. If you give prizes for selling the "most goods" you must state whether you mean the "most" in dollars, or separate items, or some other definite and commonly understood unit of measurement.

Don't run advertisements of the contest without including a complete schedule of all the conditions, with opening and closing dates, unless the copy is specifically O. K.'d by the postmaster at the point of mailing. Don't try to abstract or "boil down" the conditions—print them in full, or do not print them at all. In other words, see that every contestant has a full, complete and accurate statement of exactly the terms under which the contest is conducted.

Don't try to argue with the post office. The postmaster may seem arbitrary, and his ruling may look picayunish, but he has on his side the authority to shut the contest out of the mails. When he makes an objection to some apparently unimportant feature, bear in mind the fact that he isn't obliged to give you any information unless he chooses. He can tell you that your contest advertising is "unmailable," and slam down the window if he likes. If he shows the disposition to help out with suggestions, it is wise to meet him at least half way.

Above all, don't start a contest without getting the O. K. of the postal authorities on the complete plan. It is better never to start a contest at all than to have it stopped in the middle, and run the risk of having your best customers get back their letters with a big red "fraudulent" stamp on them. Even if it does not go to that length, it is not pleasant to have to explain to a couple of hundred people that Uncle Sam refuses to carry your messages on a certain subject, and that the prizes have all been withdrawn.

Wrigley Package Protected by Court

An order has been handed down by the United States District Court at Cincinnati in favor of the William Wrigley, Jr., Company, plaintiff in a suit against the Helmet Company, of Cincinnati, enjoining the defendant company from the use of labels on chewing gum similar to those of the Wrigley company. Counsel for the Wrigley company represented, and proved by evidence at the hearing, that the company has expended since 1911 between $9,000,000 and $10,000,000 in advertising its "Spearmint" gum and familiarizing the public with the distinctive package used in connection with the gum, and asked, therefore, that the Helmet company be enjoined from the use of a similar wrapper or package. The order was granted as indicated. The contention of the Helmet company, of which Joseph P. Rosenthal is one of the principal officers, was that its gum packages bore marks sufficient to enable the public and the trade to distinguish them from Wrigley goods, but the court held that this defense was not substantiated by the evidence.

E. M. Baker Leaves Corn Products Company

E. M. Baker has recently resigned as advertising manager of the Corn Products Refining Company, New York, and has become advertising manager of the Columbia Graphophone Company, New York. His place at the Corn Products Refining Company is temporarily being filled by L. C. Rieck.

Walsh Goes with Philadelphia "Telegraph"

W. C. Walsh, in charge of the service and promotion department of the New York *Times* for the past year, has joined the Philadelphia *Evening Telegraph*. Before being connected with the *Times*, he did similar work for the New York *American* and *Tribune*.

8,000 Homeless Waifs Find Homes

For four years The Delineator waged a nation-wide campaign to find homes for homeless youngsters. As a result good homes were found for 8,000 little waifs.

This incident in The Delineator's career is mentioned as evidence of our readers' confidence and the far-reaching scope of Delineator service.

The active campaign for "the homeless child for the childless home" closed in 1911, yet more than 1,000 applications were received during 1915.

The Delineator

One of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit, on a guaranteed circulation of 1,400,000. The other two members of The Trio are The Woman's Magazine and The Designer.

Butterick Building New York

Today Everyone Specializes

¶ You are specializing more than ever in your plant—it's the best point on which to build lasting reputation for your product.

¶ Why not specialize more intensively in advertising your output?

¶ The Sperry Magazine is a New, Important and very Vital factor in Merchandising. It is vital to the Merchant, to the Woman-Who-Buys and to the Manufacturer who must tell both the Retailer and the Consumer about his goods before he can sell them.

¶ The Sperry Magazine is in itself a highly specialized "Home" publication. It goes to buyers only—500,000 of them. It reaches them through the stores—when they buy. It will help to Create the Buying Impulse and to concentrate on Your product.

Investigation Is Well Worth While
Have You Our Booklet?

THE SPERRY MAGAZINE

FOR THE WOMAN-WHO-BUYS

Two West Forty-fifth Street - New York
WILLIAM STARR BULLOCK, *Business Manager*

"Coupon Free Deal" Is Made an Outlaw by Some Jobbers and Retailers

Wholesalers and Grocers of the Middle West Take Action Against a Nuisance

By John Marion Schlachter

of R. A. Bartley, Wholesale Grocer, Toledo, O.

IT develops that many jobbers and retailers are showing their disfavor of the "coupon free deal," that is, of coupons which are clipped from advertisements in consumer mediums and cashed in through retailers and jobbers.

Some of the grocer jobbers, especially in the Middle West, are showing that adverse attitude. Starting January 1, no more coupons will be redeemed by them.

The following letter has been sent by a well-known wholesale grocer to retail grocers in Ohio, Indiana and Michigan:

To our customers:—

Time and test have proved most "Coupon free deals," under existing methods of redemption and handling, to be very annoying and profitless to ourselves and our customers. In various instances manufacturers have failed to redeem their pledges with us and in other cases they have prohibited us from taking them up, assuring us they would do so themselves, but failed to do so, leaving the majority of the trade with a large stock of a practically unknown article on their hands.

In order to avoid unpleasant and unwished-for controversies *and to eradicate this unnecessary evil* we have decided not to take up any coupons (excepting our own) after January 1, 1916.

We would request that you kindly consider this when placing specialty orders and making agreements or contracts with manufacturers or their agents in the future, as it may save you from unwarranted loss.

Following the course of the wholesale grocers the Retail Grocers Association, comprising about 2,500 dealers, took similar action and have refused to accept any more deal coupons or cards.

Whether or not this step will have any material bearing upon the advertising plans of the manufacturers directly concerned remains to be seen. But without much doubt it will cause them to look for a newer and better means of reaching the consumer.

Dissatisfaction with this plan has come about largely through the small manufacturer marketing an unknown article, distributing free-goods cards indiscriminately and then placing so many restrictions upon them before they could be accepted for redemption.

COUPONS WITHOUT "STRINGS" ARE WELL LIKED

The larger and stronger the manufacturer the less trouble to redeem, and the fewer strings are attached to the deals. For example—it has always been a pleasure to handle any proposition of The Procter & Gamble Company, manufacturer of Ivory and Star soaps. The cards or coupons it puts out are printed upon good paper stock, the size is a convenient one, the printing is good, the worth of the card is clearly stated and best of all, there are no unnecessary conditions to comply with. The company's representative calls at the jobber's office once a week or once a month, takes up all cards on hand and pays cash for them. If a consumer takes one of these cards to her grocer he will redeem it without a murmur. There are a few other manufacturers, perhaps a half dozen, who are equally satisfactory to deal with.

The well-meaning manufacturer started out by having the housewife sign her name to his card when offering it for redemption. In this manner he secured an A1 mailing list of actual users of his product. This worked so well that later he insisted that the retailer's signature in addition to that of the consumer's must appear upon the card before it would be accepted for redemption. Thousands of these cards were returned annually to the retailers because these conditions were not complied with.

Further, in the beginning only

a few cards—mainly soap and match coupons—were distributed and they generally did what was expected of them—helped the sale of these goods. To-day milk, soap, matches, macaroni, spaghetti, baked beans, washing powder and what not are introduced in this manner.

These coupon free deals have grown to such proportions that I believe many manufacturers will welcome this start toward a better method of distribution. For they have times without number been the victims of unscrupulous dealings with regard to free goods.

MANUFACTURER MUST LOOK OUT FOR CROOKED WORK

A certain grocer ordered 100 newspapers, from his newsboy, in which a well-known packer of baked beans was running a coupon good for a can of beans. The grocer had not ordered a case of these beans from his jobber. Fortunately the local representative of the packer heard of the transaction and wrote his house. Result —when Mr. Retailer presented the coupons for redemption he was promptly turned down. Of course he raged and stormed and to this day he feels edgewise towards that packer.

Another retailer clipped a quantity of milk coupons and had them redeemed. He had ordered five cases of this particular milk from the wholesaler, he gave out a few cans and after the deal was over returned three cases of milk to be credited to his account. That retailer, however, is not in business to-day.

One zealous merchant followed a crew distributing match cards and almost as fast as a card was left at a house he called with a box of matches. This was by no means dishonest, but it did not give the other grocers a chance to get their share of the business created by the cards. As a matter of fact, in most cases, this method pleased the housewife.

Free-goods deals have too often been abused by the masses looking for something for nothing. Many times clerks and delivery boys and others have stocked up at the expense of a manufacturer's free deal.

The constantly increasing number of concerns using these coupons has become burdensome to the retailer and jobber alike. Some wholesalers redeem a thousand or more coupons a week, which at five cents each amounts to $50. It will therefore be seen what an enormous amount of work is required to examine each card, see that it is signed as required, counting and packing and attending to other details pertaining to the proper handling of the same.

A plan which I believe is worthy of the serious consideration of manufacturers partial to this form of distribution is that employed by The Kendall Manufacturing Company, maker of Soapine. This enterprising concern send a crew from house to house, about twice a year. First they visit the retailer and purchase from him at the regular retail price of five cents, a quantity of their product. Next they call upon the housewife and sell her a package of Soapine for a nickel, and as an inducement to buy offer some household utensil, such as an egg-beater, free with each package. As a rule Mrs. Housekeeper is very susceptible to a premium.

This method has proved its worth, for Soapine has seen many other plans and products fall by the wayside.

In the end it amounts to about the same as the marketing schemes. But instead of having the retailer and jobber carry the burden the Soapine manufacturer prefers to handle the deal from start to finish. This leaves no chance for abuses and irregularities to creep in. Although the original cost is probably greater, I believe that in the long run it pays infinitely better.

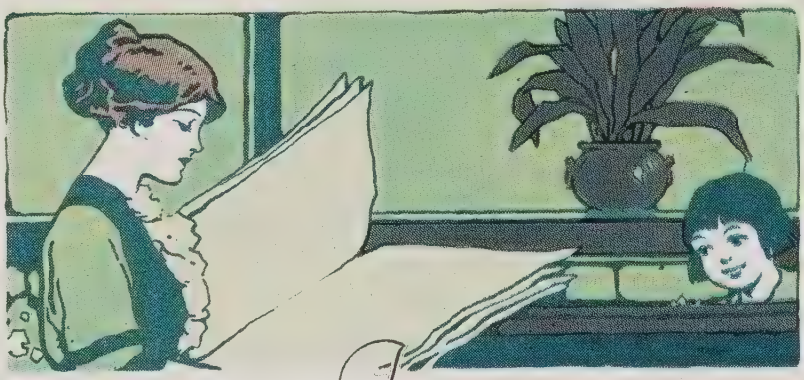
Jackson with New York "Hotels' Bulletin"

Joseph D. Jackson, of the advertising department of *Scribner's Magazine*, has become associated with the Hudson Special Agency, New York, and will be connected with the advertising department of the New York *Hotels' Bulletin*.

Preparedness

New York American

A AMERICAN PAPER FOR THE AMERICAN PEOPLE



It is better prepared because the relationship between the paper and its readers is closer than it ever was . . .

THE NEW YORK AMERICAN, Daily and Sunday, is prepared to serve Business better than at any time in its history—now going on twenty-one years.

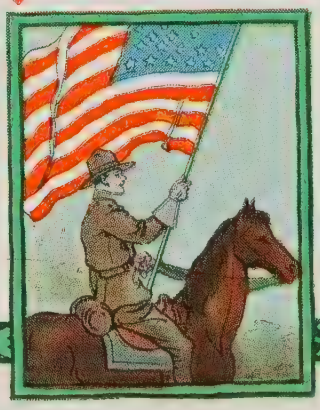
It is better prepared because the fights it has made for Honest Business have practically eliminated dishonest business.

It is better prepared because its millions of readers believe in the general integrity of business, and they give it their generous, profitable support.

It is better prepared because the relationship between the paper and its readers is closer than it ever was—due to standing together for over twenty years.

It is better prepared because readers better understand and appreciate the efforts of the paper to serve them faithfully and intelligently and because, also, they have supreme confidence in it—which, of course, helps to make the advertisements pay better.

Preparedness



It is better prepared because readers have learned to read advertisements with confidence and to buy from advertisers with assurance that they will get a square deal.

It is better prepared be-

New York American

It is better prepared because it more fully appreciates that Good Advertising is Good News to print . . .

cause advertising in its columns *gets the close attention of a fourth of all people in the New York territory,* thus opening up a market which is very valuable to any line of business which seeks the trade of New Yorkers. A fourth of New York is a big following for one newspaper to have.

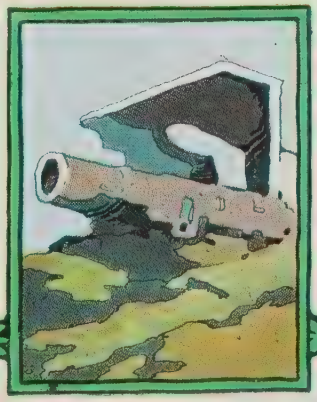
It is better prepared because its advertising rates, through years of study and analysis, have been adjusted to give all advertisers, spending much or little money, an equal opportunity as to cost to become acquainted with readers and to secure their trade.

It is better prepared because it better understands the need of co-operating with business men to give them the greatest possible return on their advertising investment, and, understanding the need, it gives them the most intensive kind of co-operation—a service which makes advertising in its columns very profitable.

It is better prepared because it more fully *appreciates that good advertising is good news to print,* and, therefore, in the make-up of the paper it is treated with the importance it deserves.

It is better prepared because, by advertising its advertising every day in its own columns, it has directed the attention of

Preparedness



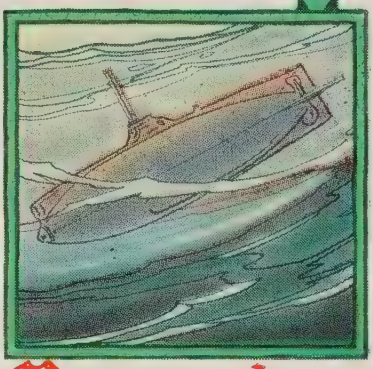
Preparedness
New York

The New York American

Daily and Sunday is prepared to serve Business well because it represents The Voice of a Fourth of the People in the New York Territory—which means that it represents a Sixtieth of the People in the United States

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE



Preparedness

its readers to the value of the advertisements printed, which has increased the volume of business they give to advertisers.

Now, business men, what are you prepared to do in the advertising columns of the NEW YORK AMERICAN, Daily and Sunday, to get your share of the trade which the fourth of New York—the real backing of the paper—is prepared to give you, if you invite it in the right way?

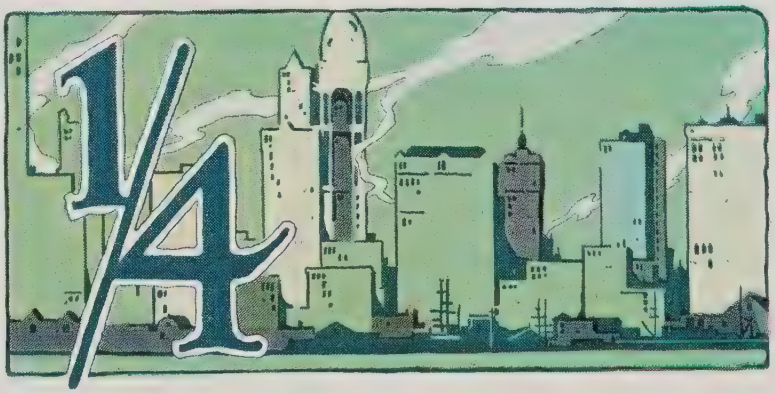
Are you going to divide your New York City appropriation for 1916 into many small parts, trying to make a little butter spread many pieces of bread, or are you going to concentrate in the newspapers that reach the greatest number of people at the least cost?

Which is the better course for you to pursue?

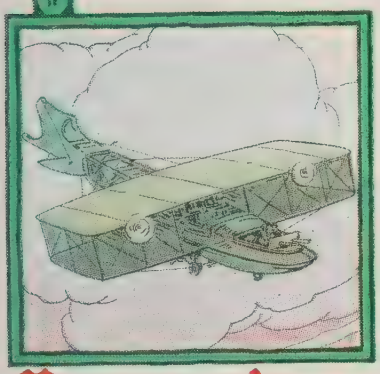
Are you prepared to go after the trade of the New York territory in an intelligent, profitable manner?

Should you not be well prepared before you start? You know you cannot win a fight unless you are ready to fight, and, by the same token, you cannot win a profitable return on your advertising investment unless you know where to place it to the greatest advantage.

It is better prepared because advertising in its columns gets the close attention of a Fourth of all the people in the New York territory



New York American



Preparedness

THE NEW YORK AMERICAN really and truly cares as much about which other newspapers you intend to use as it does about getting your advertising for its own columns—not that it is envious or grudging, but it cares, primarily, because it wants your advertising to be successful in New York.

We do not want you to hitch up to the Big Star—THE NEW YORK AMERICAN—and then employ several little stars and expect the New York American to carry the entire burden of results.

THE NEW YORK AMERICAN, standing alone, is able to give splendid returns in proportion to the amount you invest in its advertising columns, but it cannot be responsible for your entire profits if you invest in other directions where you cannot get proportionate profit.

We are perfectly willing to tell you, if you wish us to, which other papers to use to go after the trade of the greater part of the other three-quarters of New York, which the New York American does not represent. Yes, the New York American IS PREPARED to serve Business—to help make it successful.

How about you, Business Men of America?

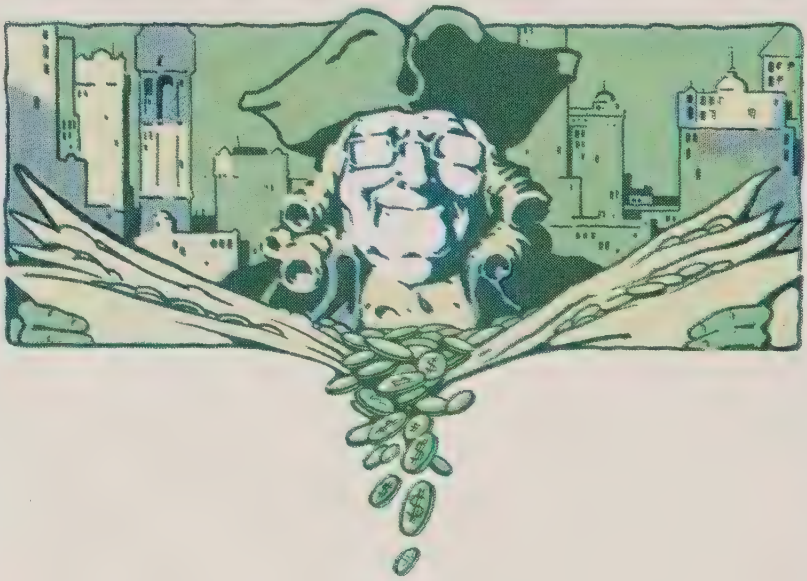
Are you prepared to let the New York American help you to succeed in New York?

We are at your service. It will be whole-hearted service—the kind that will please you and yield you a big profit.

Are YOU prepared to go after the trade of the New York territory?

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE



NOW, what will it cost you to keep in profitable touch with ONE FOURTH OF NEW YORK?

You can buy one full column—280 lines—three times a week for a year in *The New York American*—twice daily and once Sunday—at a cost of a two-cent postage stamp *per annum per reader.*

You can buy one full column—280 lines—seven times a week, for a year—six times daily and once Sunday—at a cost of a little more than two 2-cent stamps, per annum, per reader.

The cash outlay weekly for three columns is $352.80—for seven columns, $756.00.

If you should use a page every day for a year or as little as 28 lines, three times a week for a year, the line rate is the same.

Was there ever offered a fairer rate?

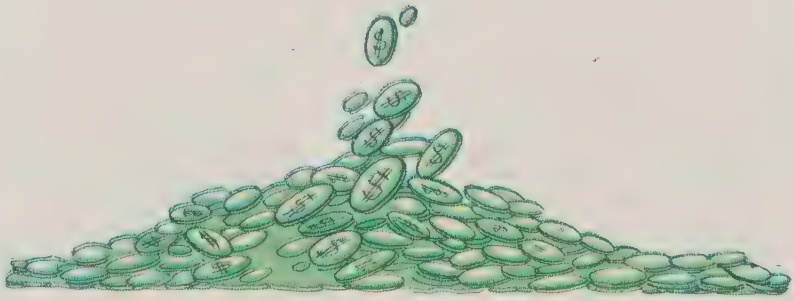
Don't you think we are prepared to help you succeed in New York?

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Member Audit Bureau of Circulations



Need of the New Angle to Sell Old Goods

Its Discovery Will Put New Life in the Sales Force and in Customers as Well

By W. W. Garrison

"WE'VE got to get a new angle in selling these goods or own up that we are beaten," said the president at the directors' meeting. His moderate tone did not conceal the fact that he was in deadly earnest.

"Here we've dominated the field for five years and to-day sales are vacillating month by month a few thousand dollars and we're making no progress to speak of. The Jones company is having a steady, healthy increase all the time by slightly underpricing us where it is necessary and the first thing you know they'll have us.

"You department heads have simply got to outstep them on ways and means of increasing our volume in a healthy way or this concern slips into second position in the business. And the big job of locating the new angles is up to the sales manager and advertising manager of this institution. Now get busy. We'll have another meeting on the fifteenth and discuss plans which you present."

This was a concern which manufactured a fairly staple line and there were a score of competitors of some importance. All made their goods nearly alike, sold at prices between which there was little difference. The salesmen's arguments and advertising matter were platitudinous with practically all the concerns, each sticking to the statement that "Ours is the best—why buy lower quality when the price is practically the same?"

Two weeks passed. On the fifteenth the meeting assembled without much anticipation on the part of anyone that there would be any other solution than the instructions from the head of the house that "from now on we must drive harder than we ever have before."

In the middle of the meeting, the ordinarily reticent purchasing agent of the concern made a suggestion:

"Is there anything in the fact that we don't have to buy any ——— for use in our goods?" He named a certain commodity, used by most manufacturers in this line, which was not looked upon by the public as quite the correct substitute for another product. But the substitute was essential in cost-cutting by most of the concerns. This institution, through sustained volume of business, had done away with it and not increased costs.

The advertising manager "sparked" in a minute on the subject. "There's your new angle," he said, addressing the head of the house. "Let's make the country ring with the fact that ours are the only goods that use the genuine ———. It is a subject upon which the public is educated. They will quickly grasp the idea and the dealers and jobbers will eat it up. Our salesmen can simply rake in the business on that idea."

"NO CHEAP INGREDIENTS" BECOMES A TALKING POINT

Within a month and a half the whole selling backbone of the business was swung to this fact. The first news of it that reached the trade was a letter to jobbers, short, terse and to the point, giving the middleman, in three paragraphs, the absolute proof of the superiority of this product. The fact was not subject to dispute. The dealers received a broadside that carried the same information in a more striking way and the broadside contained proofs of revised advertising that played on this as the central idea.

Then commenced the appear-

ance of the new consumer advertising. The headlines led off with the new purity idea and the "get-away" in the copy was based upon it. The logotype of the name of the goods, which had been unchanged for years, had an added line beneath it, giving the new angle.

To top off the consumer advertising, readers were asked to send for a sample and test for themselves the difference, and the sample was free.

Scores of new dealer accounts were opened, not perhaps purely on the strength of the new angle, but because here was a defined superiority of one piece of goods over another. Salesmen opened their solicitations with the news. Some of the trade journals discussed it. It got to be the topic of the trade, and it sold goods in every avenue in which the company operated.

By the end of that season, without the expenditure of a single extra dollar, this manufacturer stood head and shoulders above the field and his competition, a season late with the same feature, found the new angle milked dry. The atmosphere of "better goods" clung to the originator.

HERE THE PROBLEM WAS SOLVED IN SHIPPING DEPARTMENT

There is scarcely a business today in which new angles would not perform feats somewhat similar.

The plan may not always be an angle of copy. In one case it arose from the prosaic business of shipping goods.

Incidentally, in this instance, it turned a whole industry upside down. It is a branch of building construction.

One concern had so positively dominated this end of the building construction industry for about ten years that many big men had given up hope of ever heading it. But in the East there was a manufacturer in a business entirely different. But his margins were short and profits each year meagre. The building field lured him because of more generous margin on a line that the same machinery could be made to turn out.

The business being new to him and having had no experience in it, nothing looked impossible as it did to the dominating institution.

He was a traffic man originally and was an encyclopedia of rates. He put down a single principle that whipped the dominating institution into a bad second place.

He decided he would ship carload lots only of his goods.

To do that he put out a test crew of salesmen in one State. They were to place one jobber in each large city by telling him they were going out and sell surrounding smaller dealers and clear a full carload shipment through him. Then the salesman went out into surrounding towns, sold a small dealer in each town until a carload was sold.

The jobber, glad to get the fat profit, agreed to handle the orders which were turned over to him. The carload was then billed to him and shipped.

Immediately an advertising campaign, figured on a percentage of the carload cost was started in newspapers in the jobbing town—papers which covered the small dealers' territory.

The difference in shipping cost, in some cases more than 70 per cent—and this on a fairly staple product—was such that the dominating concern was actually swept off its feet. In one year the new institution was doing a volume easily 30 per cent in excess of the older concern.

Following the shipment the carload - lot - percentage advertising moved the goods into the consumers' hands, it was found, at a smaller percentage of cost than was originally allowed.

This new angle was responsible for this industrial upset and the concern that is now in second place is a nationally known name.

In passing, it may be remarked that the salesmen's work selling dealers through jobbers, paid an actual profit on the very first carload, averaged up through the entire distribution work.

One big Eastern concern, whose head is so wealthy that the busi-

ness is allowed practically to run itself, had the unique experience of the public reversing its selling angle to such an extent that its selling avenues were almost reversed in importance.

The article was originally designed for use upon domestic animals for certain ailments. The label designed then had upon it woodcuts of these animals and the ugly name of the goods was done in a sort of scroll. It was advertised to reach people who had such animals in abundance, farmers. It did its work fairly well, became well known in that trade and a comfortable volume of business was worked up.

Somewhere, sometime, some person used it for a human ailment akin to that for which it was originally formulated in domestic animals. And it must have worked wonders.

For in the short space of a few years, with the repulsive old label and the name sticking tightly to it without any change whatever, it secured dealer recognition in every store in which like articles are sold for human beings only. And to-day you cannot go into any town without these goods being suggested if you open the proper line of conversation.

The public suggested this new angle in selling old goods and put its new idea into effect with the result that, in violation of all known psychological principles, the firm's biggest business to-day is through the avenue opened up by the new angle.

The Gillette Safety Razor Co., in its latest advertising campaign, opened a new angle in a comparatively old line of merchandise with its copy appealing to women.

This company has grasped the opportunity of appealing to the woman by pointing out the fitness of the shaven underarm with décolleté gowns. This new angle, too, originated with the public and after thousands of Gillettes had been purchased by women without any urging, the company commenced cultivation of that new field with success, though some authorities question whether the volume justifies the extra expense of intensive work in what may be considered a restricted field. Offsetting this is the opinion that women are more responsive than men, cost less to sell and less cultivation is necessary for an equal amount of business in dollars.

IN THIS CASE NEW ANGLE WAS PLAYING UP THE BIG USERS

Conditions change so slowly in some businesses that an evolution passes unnoticed insofar as its value as a new-angle selling opportunity is considered.

This was true in a great, nationally advertised business in the Middle West. The goods had gradually grown into such favor that a certain class of trade had commenced gradually to recommend and use the product.

One big figure after another, spread over several years' time, had been swung over to the product in the natural course of events and the sales of the concern increased. But little attention was paid to these incidents, other than the usual mild jubilation over a small business victory.

At the end of four years' time a new advertising manager, with an unimpaired perspective, unearthed the truth that practically every man in the trade who amounted to anything stood squarely in support of the firm's product.

One day he gained entrance to the president's office with the statement that he had discovered the nucleus of a great selling idea. "Why, do you know," he asked the official, "that every big man in the trade uses our goods and swears by them?"

"Sure — why shouldn't they?" the head of the house asked as if bored by the reminder. "Salesmen get lots of business that way, getting the little fellows to ask the opinions of these authorities. Old stuff, my boy."

"True. Maybe there's nothing new under the sun," the advertising manager came back, "but why hasn't it ever been advertised? There has never been an advertising argument half so strong suggested in the copy. This is abso-

lute proof of the folly of the consumer buying any other goods than ours."

"Oh, everybody knows it now," was the retort and the subject was dismissed.

But the advertising manager persisted in utilizing what was his discovery and hinged that season's advertising campaign on what this authority and that one said of these goods; backed up with the statement that each of these men, who are looked up to for advice by the consumer, used the product exclusively. In the face of criticism he maintained that the general public had no knowledge of the manner in which the concern had utterly outdistanced competing products in goodness.

The end of that year, and officials frankly attributed it to the unusual advertising, saw this concern with a volume of business so far in excess of ordinary periods that credit had to be given the new angle.

And usually the matter of getting a new angle on old goods is the matter of freshening one's perspective on the old subject—or of bringing in a new perspective unblinded by over-familiarity.

It is true in nearly every manufacturer's experience that some outside viewpoint assisted in the resurrection of new slants on his own sales.

ADVERTISING WOVEN ROUND THE COMPANY'S ENGINEER

In a well-known line of business several years ago, one company had an engineer who had occupied some important positions in the industry, but was not known outside to any extent.

The company that year had few dealers and the outlook was far from rosy. It was known that some particularly strong means of selling a profitable volume of goods had to be devised. A new sales manager had just come into office and it began to dawn upon him that the engineer was very much respected in the industry, had held the highest offices in trade circles, but was unknown to the general public.

Consequently this new mind proceeded to weave fame around his character. He briefly pictured his importance in the vital end of the industry, how authorities looked up to him and concisely in a few paragraphs made the engineer stand out as the leader in his field.

Then he pinned the product itself to this now great man, through advertising and trade announcements, letters, broadsides, etc. He showed jobbers and dealers the ease with which this personality sold goods, and following lines of least resistance the trade took up the argument. In conjunction with the advertising, goods sold faster than ever previously in that concern's history. To-day this business gives this new angle credit for its foundation in sales, though the idea gave place to other selling plans when the public's familiarity with it dictated.

The angle was sound at the core as proved by the present-day standing of the institution.

Harmony Among Kansas City Jobbers

Arthur G. Ellet, of the Ellet-Kendall Shoe Company, Kansas City, recently told the Kansas City Advertising Club of the benefits derived by jobbers in that city from co-operative advertising in a local paper. Double-page space is used twice a week, different advertisers appearing alternately each Wednesday and Saturday. Each double page is divided into fifteenths, and the position of every firm represented rotates from week to week.

The movement is co-operative further than the joining in the double-page spreads, each jobber referring customers to competitors when he cannot sell them, and each urging buyers to seek in Kansas City all they need to purchase. Mr. Ellet said that since August 1, when the advertising started, his firm had opened 927 new accounts; and that the increase in trade in September was 35 per cent, in October 58.2 per cent, in November 33 1-3 per cent—all without the addition of a single salesman to the force.

Livingston Leaves "Town & Country"

Franklin Coe, president of The Stuyvesant Company, announces that John H. Livingston, Jr., has retired as advertising manager of *Town & Country* and *Golf Illustrated*, and as secretary of the company, to engage in other business, effective from January 1.

1915
A GREAT YEAR
FOR THE
BOSTON GLOBE

Net Paid Daily Circulation Grew to Almost 250,000 Copies - Sunday Circulation to Nearly 300,000 Copies Per Issue—Carried 8,433,054 Lines of Advertising, a Gain of 70,533 Lines Over 1914, and 971,412 Lines More Than Second Paper—Printed 548,712 Want and Classified Advts, 289,803 More than Second Paper, and a Gain of 60,381 Advts Over 1914—Printed 812,105 Lines of Automobile Advertising, a Gain of 134,442 Lines Over 1914.

BOSTON GLOBE LED THEM ALL

Advertising Totals for 1915

The Total Lines of Advertising in the Boston Newspapers (having Daily and Sunday editions) for the year 1915, was:

1 GLOBE 8,433,054

(A gain of 70,533 lines over 1914.)

2nd Paper 7,461,642

3rd Paper 5,947,270

4th Paper 4,472,775

(The above totals include all of the advertising, wants, classified and display, printed in the various papers during 1915.)

In considering the Boston field weigh carefully the tremendous purchasing power of the Boston Daily and Sunday Globe.

Globe Breaks Record

Wants and Classified

During 1915 the Globe Printed

548,712

Want and Classified Advts. This was the largest number ever printed by a Boston paper in any one year.

Total Want and Classified Advts printed in 1915:

GLOBE .	548,712
2nd Paper	258,909
3rd Paper	106,311
4th Paper	97,507

Total Lines of Automobile Advertising Printed in 1915:

GLOBE .	812,105
(A gain of 134,442 lines over 1914)	
2nd Paper	426,494
3rd Paper	342,401
4th Paper	223,869

(The above totals include all of the automobile advertising printed in the various papers.)

BOSTON GLOBE'S CIRCULATION

Daily
250,000

Sunday
300,000

The November Net Circulation of the Boston Globe was Almost 250,000 Daily and practically 300,000 Sunday

NOVEMBER CIRCULATION BOSTON GLOBE

Daily	Paid	Sunday
243,646		297,230
	★Unpaid	
4,013		2,677
	Total Net	
247,659		299,907

*Papers distributed to advertisers, employees, etc.

The Boston Globe offers advertisers the best advertising medium in New England. Its circulation is in the homes of the best people in all walks of life in the territory in which it circulates. Mark the Globe No. 1 on your Boston list.

A Salesman's Prize-winning Letter on Market Broadening

How to Make the Most of a Situation Where Only One Order Can Be Sold to a Man in His Lifetime

AS indicative of the vigor of a sales policy that can get a company's salesmen keyed up to the point of sending in carefully prepared constructive suggestions as to effecting the closer alliance of its advertising and sales efforts, the following letter from a salesman to his company's president is of supreme interest. The letter took the first prize in a salesmen's contest offered by the president of a company manufacturing products used by the building trades. The object of the contest, generally, was to get from the salesmen ideas for increasing the volume of sales, as well as decreasing the selling costs on the whole line. Thus, broadly stated, salesmen were not restricted in their answers, and the first-prize winner, part of which is printed herewith, includes suggestions along these lines, recommendations for making the company's advertising (at present local and national) more efficient for their special proposition, and some pertinent matter on the ever-present problem of approaching the architect.

THE PROBLEM ANALYZED

This company's sales problems require preliminary explanation. To get repeat sales on commodities whose average life is a generation or so is a long look ahead; but to make the sales of such articles stimulate the immediate sales of other units from their line is simply another phase of repeat sales. To get the trade to use voluntarily a higher-priced article is also a long dream into the future, but to get a class of professional men, in this case architects, to recommend or demand these products is simply another phase of dealer-merchandising. While sales are made through the trade, these commodities are higher-priced than any others on the market, and call for extra expenditure on the part of the house-owner. It is to overcome this obstacle, as well as an indifferent trade, that this company finds its greatest problem.

"The extra cost," the letter states, "must be presented to each owner as an investment with a handsome return; a claim based upon 40 per cent greater economy in maintenance. Except from a man in the building business, there isn't much chance for repeat orders, for each new owner is a new man on the market and has to be shown the reasons for making the investment on the higher-priced article. Each time the 'just-as-good-for-less-money' argument has to be overcome.

"Also, there is often apathy on the part of the man in the trade who figures that the cheapest of its sort that can be bought is the one with which he will be able to make the successfully low bid.

"It has been remarked," the letter continues, "that the only trouble with selling our class of products is that you have to find a new customer for each installation.

"I should say that that was about half true and half untrue. The first generalization does not take into consideration the sales through architects' specifications, and from references of satisfied customers. Nor does the second generalization of my own take into consideration the fact that sales through architects and from satisfied references can be greatly increased. If, by the means just indicated, the proportion of half and half can be reduced to one-quarter and three-quarters, it would be a great accomplishment. We would be harnessing up more old sales as selling agents, and would be getting more old friends to work for us without pay.

"An increase in the proportion of repeat sales is possible. As it is now, I have estimated that

one out of every two sales means a brand-new conversion to our way of looking at things. And when it comes to matters in our line men are pretty much heathens and correspondingly opposed to the gospel of economy in the long run.

"The trouble we take and the expense of follow-up material in securing one order ought not to be allowed to lapse with the receipt of that order. It should be capitalized for future orders. Salesmen work too hard and too consistently in securing the order of one prospect to simply allow that installation when secured to become a closed book. But yet, in selling our line, the fact that a man doesn't usually buy more than one order of its sort in half a lifetime would seem to demand that a special campaign be undertaken for each convert.

MAKING EACH SALE COUNT FOR MORE

"The question is: how can we make our single sales count for more, or how can we get one to sell another?

"There are in my mind two ways of more fully realizing on old sales. They are:

"(1) To so guard and watch our present installations by service departments that there can never be a doubt as to their value as references; and also

"(2) To develop sales among the class of men, and through the class of men that will be most in a position to influence future sales.

"My experience has been among a critical and at the same time an interested class of men, viz., architects. They are men who form permanent opinions quickly, and whose opinions are carefully considered by clients. Therefore it is imperative that correct and favorable reports, and only such, be allowed to come to them from previous installations. Of course, every installation of ours should be a successful one, and its owner a booster for us.

"Therefore it is up to the service department to see that any owner's kick is only momentary and to be relieved by a bit of instruction or mechanical adjustment. There are owners, too, who have some minor fault to find which is not serious enough to cause them to let us know about it. And then there are the owners who are plumb tickled over our products and like to talk about them, anyway, when our man calls.

"So I would suggest that it be the function of all the service departments to make at least one call quite early in each season upon all our available installations. That would mean probably the addition to each branch office of at least one service man; some expense, to be sure, but an economy in sales-getting. It would mean that each installation might be made potentially able to sell another and, most of all, that it would not happen that our products, through any neglect of ours, could become a deterrent in other prospective sales.

"The difference between present service and the service that I suggest is that the present service usually is given only in response to requests and complaints, while the suggested service is aggressive and scouts around to discover sources of trouble before the trouble arouses hostility.

"Now, as to the suggestion which was outlined second—the development of sales among a clientèle that will count for the most in the future: the architects and consulting engineers. These men make up one of the most tremendous buying powers of the country, and consequently an unshakable understanding by them of our line would be of apparent and inestimable value. To put it concretely, architects and engineers ought to be our selling agents. They work without commission, and certainly would help 'decrease the selling cost.'

"I consider that the architects have in their pockets the best key to the situation. Hard to reach and hard to convince as they are, they nevertheless control the choice of three-fourths of the installations in our line. Some experience enables me to estimate that only one householder in four

Why This Cabinet Minister's Wife Reads It

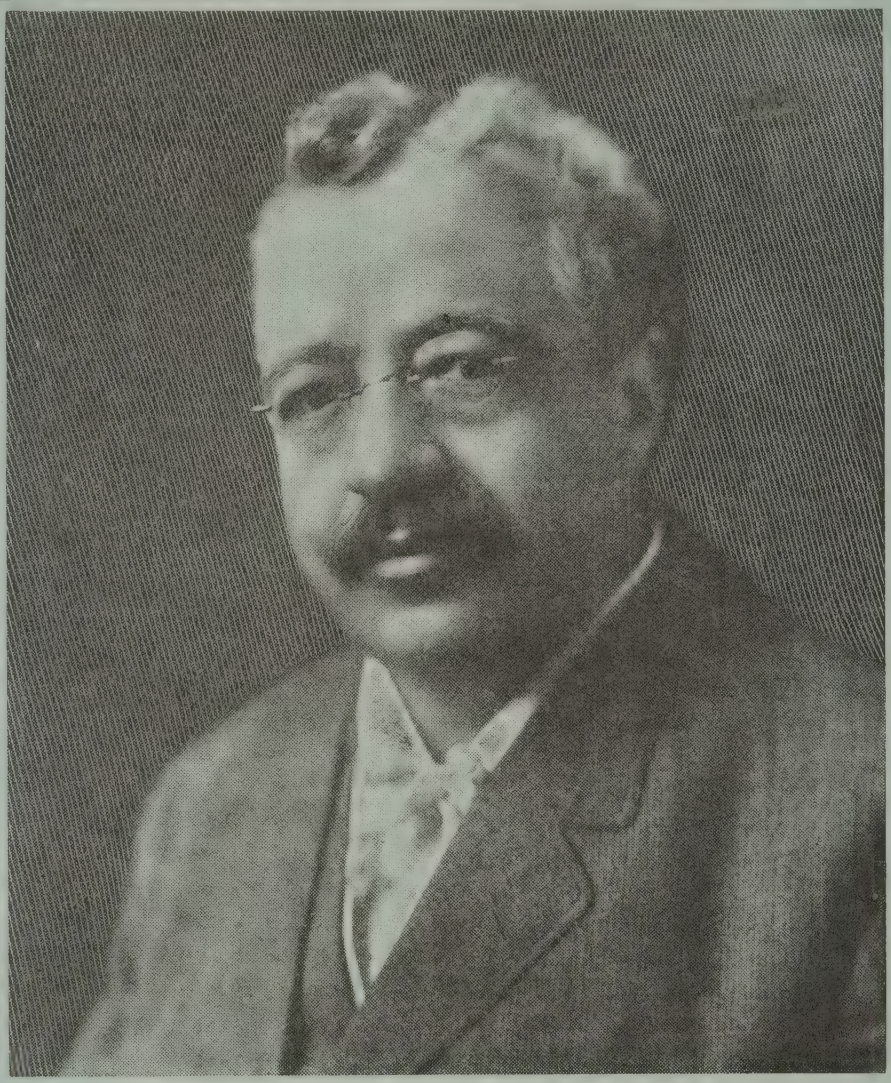
The wife of one of the members of President Wilson's cabinet is noted as a skillful housekeeper. Early every morning she motors to market and does her own buying.

She is a devoted reader of *The Woman's Magazine* because it gives her practical, expert household information.

The Woman's Magazine

One of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit on a guaranteed circulation of 1,400,000. The other two members of The Trio are The Designer and The Delineator.

636 Broadway **New York City**



BUILDERS *of* AMERICAN BUSINESS

J. V. STEGER, PRESIDENT OF THE
STEGER AND SONS PIANO MANUFACTURING COMPANY

"It is because SYSTEM has been so helpful in placing before its readers the excellent ideas and better methods in manufacturing and selling that have been thought out by the business men who contribute to it, that I have read it and always regard it as an important factor in the commercial world."

J. V. Steger

NUMBER XXXIX in the series of portraits of readers of SYSTEM

goes to his architect and says, 'I want such and such a company's product, and I'm going to have it, unless you know some mighty good reason against it.' Even then the architect is likely to tell the owner that some other he is acquainted with is a little better, he thinks, than the owner's. (The 25 per cent of installations which are made independently of an architect's or engineer's advice include house alterations in which there is no architect or engineer.)

"I would suggest, therefore, a constructive campaign with architects or engineers; not simply isolated missionary work, but an interstate campaign—a propaganda which would not only acquaint architects with our line, but which would inculcate in their minds the idea that our company is with them and not bucking them; that our purpose and the architect's is the same, viz., good service; and that the company wants to work *through the architects* to secure that end.

THE RIGHT APPROACH ON ARCHITECTS

"The following are the lines of approach which have suggested themselves to me as necessary to bring the architects around into line. The suggestions apply generally to engineers, as well as architects:

"(I) Conciliate the architects.

"(II) Help the architect.

"(III) Force our products to the architect's attention by personal call.

"(IV) Strengthen our product's place in the architect's mind by keeping them tangibly before his eye.

"It is not often that an architect feels positive animosity towards our products. But every architect is bound to have a certain passive antipathy to anything in the way of material which is suggested for a job through some other channel than his own office. The artistic make-up of an architect makes him jealous of any intrusion into his work unless it be through himself or his agents.

"The architect usually likes to discuss new things, but his whole temperament revolts at the suggestion that an owner or a material man is trying to ride over him.

"Therefore, in publicity work for our line I suggest that the prospective owner and architect be aimed at jointly; that whatever be said for the products, be said in such a way as to appeal to either architect or owner, and to the exclusion of neither.

"In arousing the owner's interest in our products, whether it be by call, follow-up literature, or advertising, he should first and last be urged towards consulting with his architect. I would suggest that general advertising always include this line: 'Consult your architect before making any plans.'

"Such an insertion would be aimed, of course, at the architects. It would conciliate them and make them feel we were working with them, rather than trying to be independent. In itself it would also interest the architect in the advertisement.

"Architects, as a rule, don't know as much about our general proposition as they would wish to. They appreciate sincere help tactfully offered. I believe that our service to them could be enlarged without getting into hot water with the trade. In that regard I would suggest the compilation of a series of specifications—not layouts, but standard forms of specifications which were admittedly the best to follow for various types of jobs. Of course, most architects' offices have these forms already, but I know that some of the younger men in the profession would welcome a reliable standard. These specifications would be available to all architects, whether they specified our line or not.

"In this connection I would also suggest the compilation and distribution among architects, engineers and the trade a manual of detailed and mechanical information about our line. It would not be argumentative in purpose, but would give exact information about our products in concise form and apart from reading matter intended for the small house-owner. Such a manual would

have a businesslike atmosphere and would lend added character to our proposition among the profession.

"I believe that advertising of our products can instil into the minds of the architects, and the public at the same time, that our line is staple. I feel it would be a tremendous selling advantage if our advertising could be undertaken with the idea of putting our line on a plane of its own; not simply products with novel features, but the highest achievement in their field.

"It has been my experience in calling upon architects that 80 per cent knew of our line. Some of them have said: 'Yes, I've been getting your literature off and on, and know something about it.' But I found evidences of the fact that their conception of our products was hazy unless personal call had been made upon them before, or unless they had used one of our products.

"In other words, it takes personal visits among the architects to acquaint them of the true character of our proposition, and it takes repeated efforts by call, follow-up letters and publicity to convince them of its merits."

The letter then goes on to suggest a city-to-city campaign in certain designated territories to establish personal relations between the architects and the company; not exactly a sales campaign, but one to create a condition of mutual good feeling and understanding between the architects and the company. It offers at this point suggestions for an advertising novelty to keep the company's products constantly in the architects' minds, and some educational work by means of movies.

"Supplementing this work," the letter continues, "there is this suggestion also. In the case of one of our men calling on architects from city to city I have spoken of a certain type of follow-up letters, which would be argumentative or résumés of points made in personal calls. But an architect tires of too much argument, unless administered in small doses. So I would suggest as a means of keeping in touch with him a circularization of what might be termed as '——— News.' This would include statements of our growth, results of official tests, pictures and description of important installations and matter relating to our improvements, etc.

"While these several suggestions for sales promotion among architects involve a certain degree of increased cost, it must be remembered that the purpose is to turn architects into unpaid selling agents for our line, thereby increasing the sales with a net of diminished cost.

BROADENING THE MARKET

"So far this discussion has dealt with the general theme of increasing sales with a net of diminished selling cost. There are, however, certain suggestions which appeal to me strongly for sales advancement for large and small units.

"First, in regard to the large units. I believe it is necessary to overcome the prevalent impression that we manufacture simply for residences and small apartments.

"For that reason a special catalogue for our larger units would seem advisable. This would be sent to engineers at once, and would be available for distribution to any owner or architect contemplating a big building. It seems to me that in the present single catalogue there are certain details of questionable value which leave an unfortunate impression with a man who is contemplating a large apartment.

"The suitability of our products for the small house, while it might be mentioned in the special catalogue designed for the big buildings, should not be emphasized therein.

"Besides a catalogue for the larger units, I would also suggest printed follow-up literature, devoted particularly to large contracts.

"Discrimination in follow-up material is important, whether orders for large units or for small are sought. I think it is unfortunate, for instance, when literature aimed at the small house-owner is sent to a man building a large apartment house. The follow-up department should note

Fritz Wagner, Leslie's war photographer with the first line of the German army in Serbia, is the third of the seven war photographers who are getting pictures of the world's greatest war exclusively for Leslie's readers.

As a result of previous military service in the German army, he is accorded unusual privileges—which means unusual opportunities for getting photographs—and getting them through.

This is typical of the most complete photographic service of any periodical in the world:

Wagner, with the German army;

"Jimmy" Hare, with the British army;

Donald Thompson, "somewhere in France";

Korsakova, with the Russian army;

Paul Proctor (and two others whose names are confidential), with the French army

—and additional photographs from every photographic service securing war photographs.

Current editions, 445,000—*and growing*

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper

Boston New York Chicago

McCLURE'S
in the
Big size

Facts from McCLURE'S

28%

From May to January the editorial features in McClure's in the Big Size have averaged sixteen per issue—an increase of 28%.

20%+

Since May the monthly circulation of McClure's has increased more than 100,000.

(Now well over 600,000 net, a gain of 20%+)

110

From May to January McClure's has won recognition from 110 new display advertising accounts.

(The entire list has been published in "January for instance.")

"20 years after"

Old advertisers are using more space than ever. It is also significant that between thirty and forty old advertisers, who used McClure's 20 years ago, have contracted for space in 1916, using more space, of course, than 20 years ago.

McCLURE'S
in the
Big size

carefully the 'kind of building' and the literature that corresponds. I know of one instance in which the follow-up literature for a man building a large apartment house was identical with that for a man who was about to build a bungalow. It was all adapted to the smaller type of work."

After a discussion of trade discounts, the letter continues:

"Another scheme for selling the smaller units—this one a direct appeal to the consumer—is to advertise in farm publications. The farm and the life of the farmer is undergoing a transformation. The farmer is pretty prosperous, and the first indication is the fact that most of them have automobiles. He is beginning to regard domestic improvements as important as the asset of owning a car. A recent report of the Department of Agriculture stated that letters from 27,000 farmers' wives showed that what they wanted most on the farm was running water. Another of their most important needs, they said, was central heat instead of stoves.

"Another class of prospects is that composed of men who buy small residences that have been built on speculation. Such a man does not know until after he has lived in his house how cheaply it has been built and how he has been stung. Therefore I suggest that in the real-estate pages of Sunday newspapers advertising country homes for sale, developments, etc., we place advertisements asking whether the house the prospective purchaser contemplates buying has been fitted with our line or not, emphasizing the desirability of our products, etc., and suggesting that he consult his architect or builder on the subject.

"The suggestions I have made," the letter concludes, "look toward a substantial increase in the volume of sales, with a decreasing ratio of the cost of selling."

Brigham with Milling Company

R. D. Brigham, who formerly conducted an advertisement service in San Francisco, has assumed charge of the advertising of the Sperry Flour Company, with headquarters in San Francisco.

Posters to Aid Preparedness Movement

The campaign of the woman's section of the Navy League to obtain a membership of one million women is being greatly aided by a poster which has been distributed to chairmen of committees in all parts of the country where the campaign is in progress. The poster shows the heroic figure of a woman standing on a rock on the edge of troubled waters holding aloft a lighted lamp, on the rays of which are written the words "National Defense."

An inscription in large type contains these words:—

"Women of America!

"Your country needs you!"

The poster also states:—"Wanted, one million women to work for national defense. No dues."

As another step for better preparedness the American Defense Society has announced that it is forwarding a movement for the formation of a committee of copy writers to assist the government in getting volunteers in time of need. The plan is to prepare advertising matter with power to draw enlistments.

Advertising writers will be asked to prepare a series of posters and advertisements to be inserted in the newspapers and magazines when an emergency has arisen. Letters to more than 1,000 advertising men in the United States have been sent out.

E. P. Crocker with Lightning Letter Opener Company

Edwin P. Crocker, advertising and assistant sales manager of the Peerless Check Protecting Company, until the consolidation of the company with G. W. Todd & Co., and since that time in the sales department of the new organization, on January 1st became general sales manager of the Lightning Letter Opener Company, also of Rochester, N. Y.

Added to Westfield Mfg. Company's Staff

W. K. Porzer has been appointed publicity manager of the Westfield Manufacturing Company, Westfield, Mass., manufacturer of Pope bicycles and motorcycles. He has been in the past a member of the staff of *Motorcycle Illustrated*, and was also associated with the Frank Presbrey Company, New York.

J. P. Hunting Joins Singleton

On January 1st James P. Hunting became vice-president and a director in The Singleton-Tripp Company, Cleveland, Ohio. He was formerly sales manager of The Hoffecker Company, and has since devoted five years to merchandising and directing campaigns in connection with trade publications.

A. M. Stewart, formerly with the Charles Advertising Service, New York, has been appointed advertising manager of the Nestlé Food Company.

Selling Flowers Nationally Through a Chain of Agencies

National Floral Corporation Using Copy in Magazines

HOW a real idea may drift about in plain sight without getting any nearer to the goal of its possibilities until someone puts the necessary impetus into it is the story behind a newly organized advertising plan for sending flowers by mail. While the history of the National Floral Corporation, of New York, to date reveals no startling record of results, it is nevertheless enjoying a lusty infancy that augurs well for its future career.

During a season of less than three months of advertising in very small space it has more than earned back an initial advertising investment, and has established a representation of 72 florists out of a hoped-for eventual roster of 500. By sending actual cash mail-orders to a more or less reluctant trade, it has been able to swing into line florists at first skeptical of the possibilities of selling flowers locally through national advertising.

The sponsor of the movement is a New York lawyer, who disclaims any credit for discovering the idea of how one person may send fresh flowers to another in far removed localities. Some such arrangement was already in existence in the Florist Telegraph Delivery service. What was not present when he got behind the matter was any aggressive, centrally focused plan to go out and get the business that this idea seemed to him to offer.

Members of the Florists Telegraph Delivery Service had done some spasmodic local work in advertising the possibilities of sending wired orders for flowers to distant parts. But as is the case in many co-operative associations of this sort, there had been no one man or group of men in the association to gather up the scattered ends of the multiple units and put behind them some centralized effort to make the most of the possibilities offered.

The plan, simply stated, was to get up an association of florists, one to a locality, each to be known in his vicinity as the National Florist. Each member would be authorized to display the trademark of the corporation, and to advertise himself locally as such. Thus, while retaining his local individuality, he might augment further his present prestige by association with a national organization and sharing in national advertising aimed to simplify and extend the possibilities of giving flowers beyond purely local lines.

A sufficient number of florists having been won over to the idea, each was to be assessed a membership fee, based on the population of his immediate vicinity, these fees to be used toward a national advertising campaign of education on the desirability of giving flowers, and the ease with which this may be done by mail.

The National Floral Corporation was therefore incorporated in New York last March, with a larger fund of carefully directed imagination than working capital.

THE CAMPAIGN STARTED

Its first official act was to circularize 3,000 florists throughout the country with a booklet explaining the proposition. The promoters reminded the florist that while at Christmas, for example, flowers should be a leading gift, and might easily be made so, the mails and express companies are overtaxed with everything but flowers; to say nothing of the birthdays, anniversaries and weddings throughout the year fertile in sales possibilities.

The booklet explains this state of affairs by saying that the reason why the habit of sending flowers to distant parts is not more general is that people think it is too much trouble to take, or else they're afraid that the flowers won't arrive in good condition; or, more significant yet, it does

Becoming effective February 1, the combination rate for the Public Ledger-Evening Ledger, with a combined circulation of 160,000, is 30 cents the agate line

PUBLIC LEDGER
EVENING LEDGER
INDEPENDENCE SQUARE
PHILADELPHIA

It Covers Chicago

There are approximately 450,000 families in Chicago and immediate suburbs. Within this territory is concentrated over 92% of the 400,000 circulation of The Chicago Daily News.

You can easily see that disregarding the non-English speaking, The Daily News is read by *very nearly every worth-while* family in Chicago.

The Daily News has a larger circulation *in Chicago* than any other newspaper, daily or Sunday—over 100,000 more than the next highest daily circulation, and over 80,000 more than the highest Sunday circulation.

Therefore, it is the *only* paper through which you can reach *all* these worth-while families.

It *covers* Chicago.

not occur to them, and if it does, they don't know how to go about it.

Just as strangers in towns, it says, welcome as friends the familiar red of the United Cigar Stores, or the gleam of a Childs' Restaurant, so will they eventually come to recognize the shield of the National Florist.

An application blank accompanied each booklet. The percentage of applications received on this first recruiting broadside might have discouraged some beginners. This, however, is not a tale of gilt-edged immediate results. Ten applications for membership were received as a result of this initial circularization.

A membership of 500 may not seem at first sight very extensive, when one considers the area of possibilities. Remember, however, that each member has an approximate mailing radius of 24 hours. Then, too, the fewer and at the same time the more important in their field are the members, the greater their local prestige will be as National Florists, and the larger each individual's returns on the aggregate advertising investment.

In September, a sufficient number of florists having rallied to the standard to warrant starting advertising, a small ad was run in one of the humorous weeklies.

It had been intended originally to have prospects send their orders direct to the National Florists in the towns represented. A shift of tactics was found necessary, however, until such time as the representation shall be large enough to blanket the country.

In December, to catch the holiday trade, the bulk of the advertising to date was run, four magazines being used.

The ads propound the desirability of sending flowers by mail, saying orders for flowers not 24 hours from the stalk will be delivered anywhere in the United States. They invite remittances by mail and state that in case of complaint the money will be refunded, a bonding company guaranteeing the safety of the remittances. The prospect is asked to write for literature, which forms important cogs in the development of the order. There is a booklet on the subject, "Give Flowers," which explains the proposition as laid out, and also preaches the doctrine of the National Florist. With the booklet are included separate slips giving the approximate prevailing prices for various flowers in season, and a blank form with spaces for the names and addresses of prospective recipients, the kinds of flowers wanted, the desired time of delivery, etc. It is also explained that should the remittance be more than enough to cover the cost of the flowers specified, the balance will be refunded. On the other

NATIONAL COPY, FOCUSED ON FLOWERS FOR CHRISTMAS

hand, should the money sent be insufficient for the service asked, the corporation promises to meet the sender's wishes as closely as possible under the circumstances.

As soon as the list of National Florists is sufficiently complete, a roster will be included to which prospects can send remittances direct.

The advertising so far has had one result that is proving valuable in lining up new members. In many instances orders have come in for delivery in places where at the time there was no representation. These orders, nevertheless, are forwarded to the best florist in that locality; the man that the corporation has been working on and wants to enroll under the National Florist standard. This factor is proving valuable in securing representation from tardy prospective members. For example, one week's mail brought in orders in excess of $100 for one

city alone where there had been no representative.

Another asset offered the florist for his membership fee is the advertising service with which he is supplied to tie up to the national advertising. This consists of a quantity of prepared newspaper ads, from educational copy to seasonal suggestions on the various flowers when they are at their best. Special points covered are such as funeral pieces, Christmas wreaths, rose week, etc. Other helps are a metal sign displaying the National Florist shield, mailing pieces, and colored window pasters with such sentiments as "Love Insurance: Buy Flowers," or seasonal announcements: all arranged to tie up to the shield of the corporation.

As evidence of the widespread effect of the advertising in a single week orders were received from places as widely distant as Fort Bliss, Texas; Salt Lake City, Utah; Alexandria, Egypt; Miles City, Mont.; Dawson, Klondike; North Bay, Ontario; Havana, Cuba; Turin, Italy, and the Panama Canal Zone.

HOW ONE FLORIST DISPLAYED THE EMBLEM IN A SPREAD

Advertising Golf Next Week

Reservations already made for the "Golf Special" train for Pinehurst, N. C., indicate that the attendance at the annual tournament of the Winter Golf League of Advertising Interests will be larger than ever before.

The tournament committee has arranged the schedule of events so that interest in the play will not lag from Monday morning until Saturday. By Thursday night 32 prizes will have been won by 32 separate individuals. The general plan of play makes it impossible for one player to win several prizes, as has happened in other tournaments.

On Friday and Saturday there will be a Special 18-hole Medal Play Event for men; a Mixed Foursome and a Men's Foursome, 18-hole Medal Play, "Best Ball."

A Putting contest will be in progress all the week, with two prizes each for men and women. All players may putt as often as they desire during the week and as many times a day as they wish.

Ralph Kaye with Stewart-Warner

Ralph Kaye has resigned from Albert Frank & Co. and has gone to Chicago as assistant to Gridley Adams, advertising manager of the Stewart-Warner Speedometer Corporation.

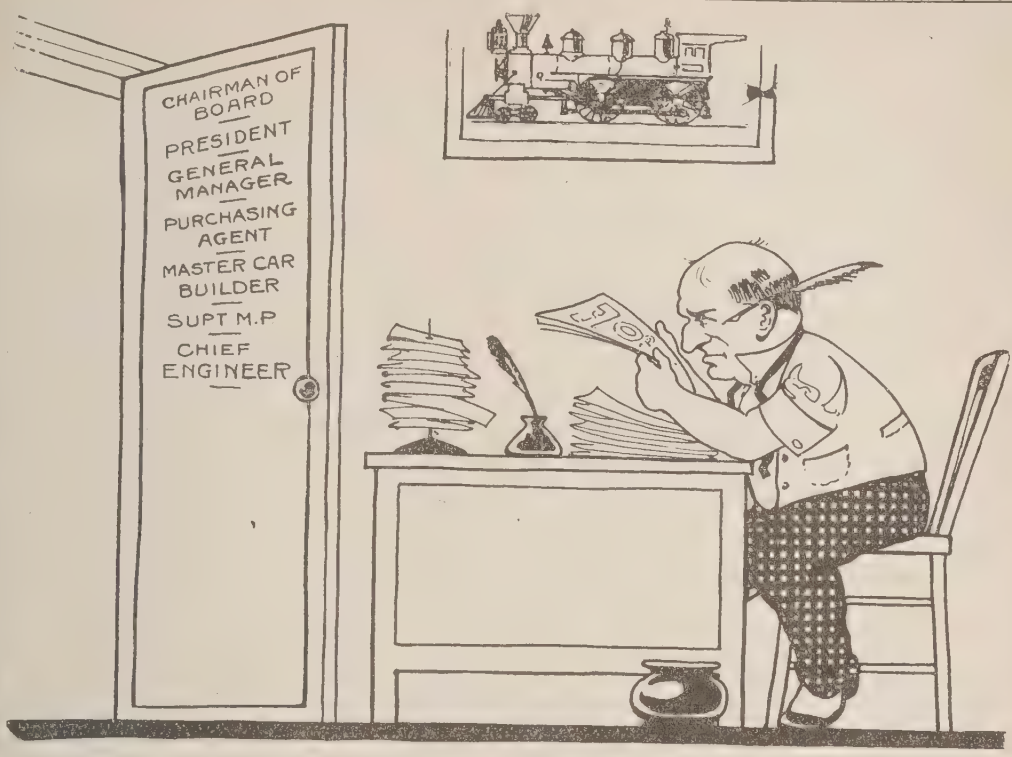
Beecroft with Harry Porter Co.

W. G. Beecroft has joined the Harry Porter Company, of New York. For several years he has been editor of *Forest & Stream,* and is the editor of "Game Laws in Brief." He was formerly with the *Outing Magazine.*

Githens Joins McAtamney

Norman S. Githens, for four years with the H. S. Howland Advertising Agency, has joined the staff of the Hugh McAtamney Company, both of New York.

Albert G. Schwartz, who has conducted a periodical publicity service in New York for a number of months, has opened branch offices in Chicago and Boston.



When The "Old Man" Ran The Railroad

Then it was possible to print, within the covers of one paper, all that he wanted to read—and he read it all. He not only literally "ran" the road, but he also bought everything from feather dusters and real estate to locomotives and bridges.

But the "Old Man" is now dead, except on a very few railways of small mileage.

Today, the railway is divided into several highly specialized departments; and each department has a well balanced head. And that head is so busy on concentrated problems that extraneous subjects distract and cause loss of interest.

And what applies to the head is true of his subordinates.

That is why we now publish *four* papers, whereas, even less than ten years ago, one only was necessary.

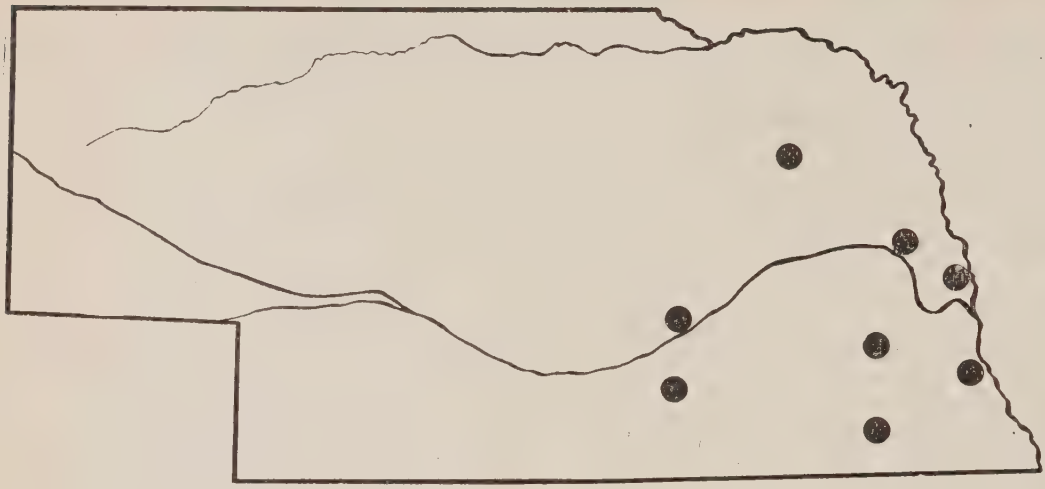
And when the need arises, as it will in time, we will add a fifth.

SIMMONS-BOARDMAN PUBLISHING CO.

NEW YORK CHICAGO CLEVELAND

Charter Members Audit Bureau of Circulations

Railway Age Gazette | The Signal Engineer | Railway Age Gazette | RAILWAY ELECTRICAL ENGINEER



It's Easy to "Cover" Nebraska

Nebraska was settled from its eastern border, settlers and supplies moving straight westward. The railroads were built in the same general direction. Consequently, merchandise for the entire State of Nebraska is still distributed from the cities of its eastern half.

This simplifies the problem of distribution in Nebraska. An advertising campaign in a few principal wholesale and retail centers, together with the farm papers, a "call" on the trade, and distribution is effected.

Nowhere else in America is it simpler—or more economical—to put an article within knowledge and within reach of more than 2,000,000 people, and nowhere else can be found an equal number of people with so high a per capita purchasing ability.

Your advertising will make good in Nebraska

This Advertisement is published under the auspices of the Nebraska Publishers' Bureau, composed of the following leading periodicals of the state:

Twentieth Century Farmer	Omaha Bee	Fremont Tribune
The Nebraska Farmer	Omaha World-Herald	Beatrice Express
Nebraska Farm Journal	Nebraska State Journal	Hastings Tribune
Deutsche Omaha Tribune	Lincoln Daily Star	Nebraska City News
The Hospodar (Omaha)	Norfolk Daily News	Nebraska City Press

Economists Tell What They Think of Price-maintenance

Harvard Professor's Criticism Answered by Champions of Price Standardization

Special Washington Correspondence

PRICE-maintenance was the subject of a very animated discussion at the twenty-eighth annual meeting of the American Economic Association held last week at Washington. Meeting with the economists were the members of that section of the Pan-American Scientific Congress (also in session at Washington) devoted to commerce, finance and kindred subjects. Half a dozen professors of economics from leading universities furnished the burden of the comment, favorable and unfavorable to standardized prices, though the business interests found a spokesman in R. R. Bowker, of New York, and ex-Congressman Stevens, author of the Stevens bill, was present to give the legal viewpoint with respect to that proposed law—a measure which was frequently referred to in the discussion.

Opposition to the maintenance of retail prices dominated the discussion from the fact that Prof. Frank W. Taussig, of Harvard University, who opened the forum, consumed nearly two-thirds of the time of the session with an address which was frankly critical of the proposition. Indeed, all that followed partook of opinions pro and con upon the points raised by the authority from Harvard. To most advertisers, certain of Prof. Taussig's arguments and some of his reasoning will have the merit of novelty and consequently may prove interesting, no matter whether the reader is seeking fresh ammunition to be used against price-fixing or is merely curious about the new arguments he must combat in his support of it.

In the analysis of price-maintenance, with which Prof. Taussig opened his remarks, he followed two distinct lines, one termed "psychological" and the other "marketing." The first had to do with variations of demand and the structure of demand schedules, whereas the second covered the machinery of distribution.

At the outset Prof. Taussig gave the following definition of price-maintenance as he understood it: "The practice among manufacturers of prescribing once for all the prices at which their wares shall be sold by retail dealers."

Taking up the first division of his topic, the speaker stated that the endeavor "to prevent retailers from pushing their sales seems to run counter to general propositions which are universally accepted in economic theorizing. If there is one thing which is laid down in all the books it is that a decline in price leads to an increase in the quantity demanded and sold. The demand schedule, we are taught, always shows an increase of demand with a lowering of price. Yet the endeavor to keep up retail prices would seem to be based on a contrary supposition."

SPEAKER'S VIEWS OF "IDENTIFIED" ARTICLES

The speaker asked the familiar question as to why a manufacturer's interest should extend beyond his sale of his goods at his own price and then supplied his own answer as follows: "It will be replied that the manufacturers whose case is here under consideration are not engaged in the ordinary ways of production and sale. They turn out not articles of the usual sort, but 'identified' articles; things which are earmarked by brand, trade-mark, patent, distinctive name; almost always things which have been widely advertised. The number and the proportion of articles thus ear-

marked seem to be increasing; apparently the drift is toward merchandising in this way."

Manufacturers wish to restrain retailers "from trying to stimulate their sales by reducing the retail profit and the retail price," according to Prof. Taussig, because manufacturers have found that, in articles of prestige, lowered price does not lead to increased demand. The demand schedule, it was admitted, does not always follow the usual course, as above outlined. "The experienced business man's perception of this fact," said the Harvard man, "goes far to explain his aversion to retailers' price-cutting. He does not formulate the matter in the terms which we economists use, and, indeed, does not often formulate it in any explicit way; but somehow he knows that there is trouble here.

"Now, I am convinced that this factor plays a part in the business policy of prescribing retail prices. As a rule—not universally, but as a rule—the identified goods are widely advertised as exceptionally good. The advertising phrases sometimes are such as to countenance the more pessimistic views on the lack of social gain from 'publicity.' The identified goods are said to be 'quality articles'; they are for the *good* trade; they are for particular people; a little higher in price, but, oh, how superior and so on. Now, if articles thus lauded are offered at cut prices, if they are knocking about in quantities on the counters of cheap shops at less than the accustomed price—if they are used as 'leaders' to seduce the bargain-hunters—their prestige is endangered. They may cease to be esteemed as quality goods.

"It is not an uncommon experience, I have been told (and some curious examples have been brought to my attention), that a manufacturer who has tried in vain to force sales of a product by lowering its price has found that by advertising lavishly under a fetching label he can sell more of it at a higher price. The converse is feared in case of a cut price for an 'established' article. Though some additional purchasers may be tempted at the outset, prestige is impaired. The nimbus may be dissipated; particular people may no longer be attracted. Therefore the retail dealer is to be restrained from cutting the price. In the long run, the lower price, so far from enlisting purchasers, is as likely to repel them. So much for the explanation on psychological grounds. I have no doubt it goes a good way toward clarifying the apparent anomalies in the manufacturer's attitude.

"On the whole, this factor seems to be less important than the other to which I have referred—that arising in the conditions of marketing. To this second element in the case I will now turn. The established mechanism for getting goods from the large-scale producer to the scattered individual purchasers is through the jobbers and the retailers. Now, most of these do not relish cutting. They like to carry on business in the accustomed way, to sell at a 'reasonable' profit, to maintain the traditional spread between manufacturer's price and wholesale price, and then that between wholesale and retail price. They believe sincerely that the traditional rates of profit—that is, the margins between buying prices and selling prices—are not excessive and that, in the long run, merchandising cannot be conducted on lower terms. Variations from the established system they believe to be necessarily temporary and irregular—disturbances from which a reaction is bound to set in, or mere devices to confuse and deceive the customer. The system of price-prescription for identified goods conforms to these traditions.

THE PROFESSOR WAXES IRONICAL

"Then comes some iconoclastic price-cutter—a department store, or a mail-order house, or a 'cheap-trade,' low-class retailer—and parades a cut price. Once the process of cutting is begun, difficulty arises in maintaining the standard price anywhere on the line. Now, it is all very well for the manufacturer who is thus pestered to

The

American Newspaper Annual and Directory

for

1916

Is Ready for Delivery

The importance of securing your 1916 copy promptly will be realized when we say that the new edition contains

Over 50,000 Changes

These changes are in descriptions of newspapers and towns, and in the lists, besides the thousands of changes in circulation figures. In newspaper lists alone, 1412 new papers are added, while 1547 dead ones are cut out. Such information is vital to all advertisers.

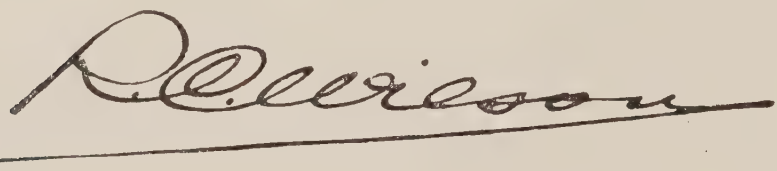
Sent anywhere in the United States on receipt of $5.00 (express charges COLLECT) by the publishers.

N. W. AYER & SON
PHILADELPHIA

THE VITAL QUESTION FOR 1916

Voluntary circulation is the main pivot upon which advertisers will swing their appropriations from now on. The question cannot be dodged or sidetracked. If a magazine can't sell itself, it can't sell your goods.

The Popular Science Monthly is a *fact* magazine with an entirely voluntary circulation.



Guaranteed circulation over 100,000 copies, A. B. C. Audit.
Three pages within one year, $128.00 per page.
March edition, 160,000 copies.
To press January 25th.

POPULAR SCIENCE MONTHLY
239 Fourth Avenue
New York

A. T. SEARS, Western Manager
Peoples Gas Building, Chicago

say that the troubles of jobbers and retailers are their own and that they must settle their conditions of competition for themselves. He finds that his goods are in danger of becoming unpopular in the trade. It no longer 'pays' to handle them; there is 'no money' in them. They are not boycotted; but they are no longer pushed. The once-favored manufacturer finds that the *accessibility* of his product is seriously affected. It is open to him, of course, to maintain the repute and the vendibility of his product by continued and even increased advertising. But these measures call for an extended range of additional operations, for large capital, for new responsibilities of management. The simplest and easiest policy is to conform to the existing system, subdue the rebellious retailer, and make it worth while for the regular forces to remain loyal. Support the brand, support the price, support the trade —this is good business.

"Such are the grounds, so far as I can make them out, for the great concern of this knot of manufacturers about a matter which seems at first to be none of their concern—the price at which somebody else sells a product for which they have already received a price satisfactory to themselves.

"There seems to be no occasion for giving aid and comfort to the practice of building up artificial elements of prestige-value. There seems to be no public gain from keeping intact the traditional spread between wholesale and retail prices. The existing system of conveying goods from the prime producers to the consumers is cumbersome and costly to an astonishing degree. On those aspects of the case which are connected with advertising and prestige, the chief consideration which is urged in defense of the set-price system is that it enables or promotes the maintenance of the quality of the goods. No observer of the existing system will deny that the matter of maintaining quality is a serious one. There is a constant tendency to nibble. Shoddy goods and adulterated goods are a great bane of modern industry. The jobber and the retailer press the manufacturer to lower his price; and play off one manufacturer against another. Nevertheless, I question whether the system of price-maintenance serves in any considerable degree to keep up the quality of goods; and I question still more whether it is the best way of keeping it up.

"So far as I can judge from observation and inquiry, these identified and price-fixed articles are sometimes excellent, sometimes good, sometimes quite ordinary. The verdict of unbiased and well-informed observers seems to be that they are usually good; occasionally of really superior quality. As a rule, the purchaser is safe in buying them; but often he pays a liberal price for the insurance. It has been said, on the one hand, that the retail dealer is the proper or responsible guardian for the gullible purchaser; on the other, that the maker of the identified article should act *in loco parentis.* The alternative, it would seem, should be put differently: either the public itself, *i. e.,* the Government, should intervene as guardian, or the purchaser should be left to take care of himself once for all.

"PRICE-MAINTENANCE NOT ESSENTIAL," HE SAYS

"The whole argument concerning the ways of maintaining good quality seems to me applicable, not to price-fixing, but to another practice usually allied with it and often confused with it—namely, the protection of brands and trade-marks. The solid ground for legal support to trade-marks is that an inducement is thereby given to make satisfactory articles and to continue making them. Turn out that which satisfies the customer, mark it for easy identification, and he will ask for it again. It is this general situation—that it pays to make a trade-mark article good and to keep it good—which is *the* factor making for the quality of identified articles. The maintenance of retail prices seems not at all essential. There are any number of articles which have

been sold under a trade-mark year after year, generation after generation, without any dictation of retail price and also without any deterioration in quality. I take it that the trade-mark articles for which no set price-arrangement has been attempted far exceed in number and in commercial importance those to which it has been applied. The long-run profitableness of keeping up the brand suffices for the maintenance of quality."

Prof. Taussig in this connection took a rap at private brands and cited this as one phase of the trade-mark situation where there is room for improvement. Commenting on the "mania" of jobbers and retailers for private brands, he remarked: "There would seem to be herein a dispersion and loss of responsibility, and so of the inducement for maintenance of quality. The same reasons that lead to requirements for truthful labeling of goods would seem to hold in favor of limiting trade-marks to those who really make the goods. The manufacturer who puts on his goods any and every kind of trade-mark which a jobber may ask will scamp the goods as much as that jobber directs; while the latter, not sobered by heavy investment in plant, and easily able to withdraw from arrangements that he finds unprofitable, feels no such responsibility and no such inducement as he would if he had to 'stand by' the goods for an indefinite period."

MERCHANDISING EXPERIMENTS CHARACTERISTIC OF THE TIMES

Elaborating his declaration that methods of distributing goods are in a stage of flux and transition, the Harvard authority said: "The department store grows apace. The chain-store plan has its successes and its possibilities. In every direction are experiments and innovations. What will finally come of all this it would be rash to predict. The jobber may remain; the country storekeeper is not likely to disappear; retailing on a modest scale has shown a tenacious vitality in face of the attacks of the department store. The only promising way of getting a more effective distributing process is to let any and every experiment be tried by anyone who thinks he can do the thing more cheaply. And this would seem to be a decisive reason against encouraging the fixed-price system. It stands in the way of the experimenter."

Summing up in conclusion, Prof. Taussig said: "The price-maintenance system is explicable partly on the ground that it gives an artificial prestige to identified goods, but still more on the ground that it fits comfortably and profitably into the existing trade arrangements. It seems to be defensible on neither ground. There is no public gain from giving an article an outward appurtenance of special merit. Let the retailer sell as he sees fit and continue to trust in the efficacy of competition for cheapening the methods of distribution, and in the good sense of the purchasing public for assuring to them goods of the kind they really want."

A CRITICISM OF THE "PACKAGE SYSTEM"

Prof. L. H. Haney, of the University of Texas, followed Prof. Taussig and announced himself in substantial agreement with the views expressed. He charged that the object of the price-maintenance men is to absorb the middleman's job and a large part of his profits, and that the system would tend to reduce the importance of the small business establishment as a business unit. It was his idea that the marketing of many an article is dominated by the advertising of the manufacturer, and, whereas he condemned the old cracker-barrel system of distribution, he expressed the opinion that the new "package system," as he termed it, "leaves too much to the wiles of advertisers."

This speaker ventured the assertion that it was advertisers rather than manufacturers in general who are back of the Stevens bill, and he predicted that such legislation, if enacted, would give great in-

(*Continued on page 75*)

Cleland with McGraw Papers

It gives us pleasure to announce that on January tenth

MR. H. E. CLELAND

will join the staff of the

McGraw Publishing Co., Inc.

Publishers of

Engineering Record **Electrical World**
Electric Railway Journal **Metallurgical and Chemical Engineering**

Members Audit Bureau of Circulations

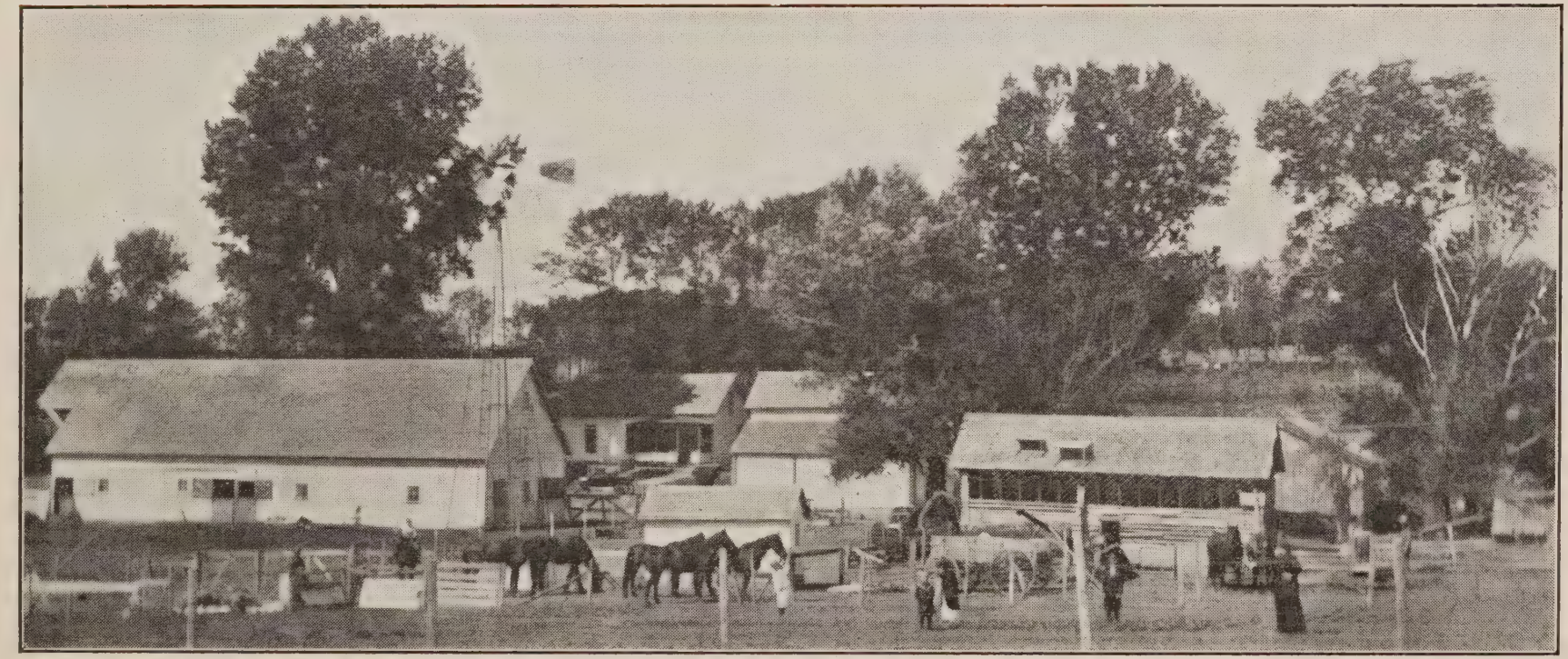
Mr. Cleland's long experience, proven ability, and brilliant service as Advertising Manager, and Manager of the Service Department, of the Hill Publishing Co. are factors well known and fully appreciated by advertisers in the technical advertising field.

His connection with our staff is further evidence of our desire and ability to give to our advertisers the most efficient and resultful service that it is humanly possible to produce.

McGraw Publishing Co., Inc.

239 West 39th Street **NEW YORK**

—and 86% own their homes



This handsome farm is owned by one of COMFORT'S Nebraska subscribers

SURELY you are entitled to know the sort of people you can reach through any magazine—through COMFORT.

77% of our subscribers there live on farms. 6% are merchants.

The average farm owned is 168 acres. Its worth, $18,658.

86% of our subscribers ***own their places.***

Over three-quarters of our subscribers in Washington County keep horses, cattle and pigs (an average of 2 horses, 8 head of cattle and 52 pigs, not to mention 164 chickens.)

42% of our subscribers ***own automobiles***—44% own motorcycles.

Aren't these the sort of prospects it will ***pay*** you to reach?

These Washington County folks represent about the average COMFORT subscriber.

Why not get to them through a COMFORT advertisement?

W. H. GANNETT, Pub., Inc.,

AUGUSTA, MAINE.

WALTER R. JENKINS, Jr., Representative
New York Office: 1105 Flatiron Bldg.

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

The years when most men are digging themselves into the trenches of business routine for life, this man spent in literary free lancing about the odd corners of the world.

Few would have called it a "practical" thing to do, and yet what business experience could have given him the valuable insight into human nature, afforded by these years of intimate study of people of all kinds?

McHarg Davenport

represents a viewpoint that is entirely fresh and unhackneyed. He has an almost uncanny knack for ferreting out the appealing "human" side of things and presenting them on paper with an enthusiasm absolutely contagious. During the two years he has been creating the advertising for the Bahamas Colonial Government the travel to that resort has more than doubled.

The obvious things about most businesses have all been told, but there is always a new, a daring way of making obvious things interesting. Davenport does it.

If you want to humanize your advertising, consult him.

W. F. Payson
John Curtiss
John W. Eagleson
Charles H. Dunster
McHarg Davenport
E. R. Marvin
Charles de Rham, Jr.
Harry M. Graves
Kenneth MacIntyre
C. F. Frothingham, Jr.

ATLAS
ADVERTISING AGENCY
Incorporated

450 Fourth Avenue, New York

Telephone 7206 Madison Square

centive to advertising. It would amount, he thought, to the Government guaranteeing the profits of advertisers, and he "wondered if it is not that part of a price that is puffed up by advertising that is hurt by price-cutting." According to this speaker, "a really good thing is never hurt by price-cutting." It was also his idea that quality is unimportant if not associated with price per unit, and he cited the case of cigars to prove that it is impossible to count upon competition in quality to insure even quality. The speaker mentioned at one point or another in his address a great number of nationally advertised articles, and he intimated the possibility that the merits of some of them have been overstated. He also quoted, with sarcastic comment, from letters sent out by the Fair Trade League.

Advertising was also made the goat in an endorsement of Prof. Taussig's views voiced by Prof. W. F. Gephart, of Washington University. He was prone to attribute the present situation to the great increase in advertised specialties and he predicted that whatever inefficiency in retailing exists to-day will be perpetuated if retailers are made mere salesmen catering to a demand created by the advertising of manufacturers. Moreover, he figured it out that just in proportion as the manufacturer creates demand by advertising can he dictate to the retailers. One of his closing assertions was that in many instances "the cost of advertising was as much as the cost of producing the goods."

A DEFENSE OF PRICE-MAINTENANCE BY STEVENS AND OTHERS

The first speaker in defense of price-maintenance was Prof. J. R. Turner, of Cornell University, who combated the assumption that maintained prices are high prices. The speaker ably presented a number of arguments in favor of price-fixing that have already been recited to readers of PRINTERS' INK from other sources, but which were presumably new to an audience such as that at Washington. His most effective point, however, had to do with the necessity of protecting good will, and he remarked that the way to protect a trade-mark is to protect the substance of which it is a badge. To defend the trade-mark and not defend price-maintenance he declared to be contradictory. In the course of his remarks Prof. Turner referred to the experience with price-cutters of the manufacturers of the Hoosier Cabinet.

Prof. P. T. Cherington, of Harvard University, a well-known champion of price-maintenance, followed with an extended address, in which he undertook to correct certain alleged misconceptions with respect to price-fixing, its aims and objects. He laid emphasis on the fact that only a small proportion of the advocates of price-maintenance seek absolute price-uniformity, and in refutation of any such idea he cited the changes of price-levels in the automobile industry, where price-fixing is firmly entrenched. Stress was also laid upon the claim that price-maintenance consists not of arbitrary dictation by manufacturers, but of agreements between producers and retailers regarding the standardization of equitable prices. Prof. Cherington at one point in his address remarked that, under present conditions, costly advertising is necessary if price-cutting is to be prevented. He also gave figures to attest the rapid growth of chain-store systems in the United States and played up the fact that most of the serious price-cutting was done by price-cutters having large capital.

Ex-Congressman Stevens, author of the Stevens bill, took up the legal aspect of the price-maintenance project and endeavored to show that the passage of the bill he fathered would mean merely the restoration to manufacturers of the right to make business contracts, of a specified kind, supposedly denied to them under recent Supreme Court decisions. Incidentally, he expressed regret that it was "patent-medicine cases" (Sanatogen case and Miles Medical Company case) that produced

the decisions referred to, since he felt that prejudice had been fostered in some quarters under the belief that makers of medical preparations were the chief sponsors of the movement for price-fixing legislation.

R. R. Bowker, of New York, of the *Publishers' Weekly,* cited instances in his own business experience to prove the benefits of price-standardization. Such a policy, he declared, enabled the New York Edison Company to extend its market and reduce prices. He reviewed the revival of the waning book trade in the past ten years, attributing the improvement to price-fixing on the part of publishers, and he related what quality, based on uniformity of price, has done for a farm-implement business with which he is identified and which, he declared, spends from $100,000 to $250,000 per year in advertising. Dr. Rubinow, a member of the association, closed the session with an inquiry as to whether there was not somewhere along the line a point where a manufacturer's possession and right of control ceases, even though he attempt to fix prices throughout.

Spencer with American Optical Company

Robert Platt Spencer has been appointed sales manager of the American Optical Company at Southbridge, Mass. O. B. Carson, who created the advertising department of the company in 1910 and has been its head ever since, has been made assistant sales manager in addition to his former duties.

Mr. Spencer was advertising and sales manager of the Geuder, Paeschke & Frey Company of Milwaukee for 13 years. In 1914 he became advertising and sales manager of the Federal Motor Truck Company, Detroit, Michigan. He resigned in the same year to become one of the organizers and incorporators of the Denby Motor Truck Company, Detroit, and was elected a director in charge of advertising and sales.

Will Manage Sales of San Antonio Drug Company

W. F. Martin, for many years Southwestern division manager of the J. Hungerford Smith Company, of Rochester, N. Y., maker of soda-fountain supplies, has been appointed general sales manager of the San Antonio Drug Company, of San Antonio, Texas.

When the Chief Consideration Is Quickness of Results

(*Continued from page 12*)

months with no lapses. In Albany, Rochester and Syracuse slightly shorter campaigns were put on than at Atlanta in order that a part of the appropriation might be expended for campaigns in 25 or so small towns nearby, which, through interurban service, use the larger cities as market centers.

Where circumstances point to a need of supplementing the poster campaign with newspaper advertising, the dailies are used. This year newspaper advertising was done in Detroit, Cincinnati and Savannah.

NO SUBSTITUTION TROUBLES

Although the price to the dealer of the company's branded butter may slightly exceed that on unadvertised package butters, it has been unable to discover that any material amount of substitution is going on. Substitution, at best, would mean only a one-time profit of from one-half to one cent, where Meadow Gold is sold at the same retail price as the unadvertised butter, and many dealers have testified that it is hard to sell butter that is not known. Dealers can, and many do, sell Meadow Gold at the same profit as cheaper brands, receiving a higher price for it, and still do their largest business in it. However, this is not the rule. Most grocers abuse it to some extent, as dealers in all fields are apt to abuse all advertised articles, accepting a small margin of profit in order to make it a drawing-card. Ingersoll watches at 89 cents will attract trade to a department store, and Meadow Gold at a level price with other brands will do the same for a grocery store. Since this merely amounts to taking a four-cent profit on Meadow Gold to, perhaps, a five-cent profit on other brands, the Fox River Company considers it does not amount to a price-cutting problem, and ignores the practice.

Exclusive Advantages of

New York City
Surface Car Advertising

Not obtainable from Any Other Medium Whatsoever

No. 1

Immediate Connection with Distribution

THE surface cars of New York stop at or near the door of practically every retail shop in the city.

This is about the closest possible connection between advertising and sales that can be secured.

Daily Circulation 2,000,000

"Car-line entrances" are extremely important. Hundreds of thousands of dollars have been spent for their construction and for show-windows below ground and in the air.

However, opportunities for subterranean and aerial entrances are rare. Whereas thousands upon thousands of store-doors are within a few steps of surface-car stops.

Tell us where to address information about the many other exclusive advantages.

New York City Car
Advertising Company
JESSE WINEBURGH, President
225 Fifth Avenue New York, N. Y.
Telephone Madison Sq. 4680

James Zobian Co.

General Advertising

225 Fifth Avenue, New York City

An Idea That Is Making Good

THE KNICKERBOCKER PRESS

COVERS

Albany, Troy, Schenectady and The Capitol District

FOR YOU

RATE, SIX CENTS FLAT

Advertisers, Sales Managers and Space Buyers are requested to write

THE KNICKERBOCKER PRESS

FOR FACTS

Member of A. B. C.

On the other hand, many dealers have built up reputations in their neighborhoods as handlers of quality groceries almost exclusively on the strength of their pushing of Meadow Gold butter. The sales manager for Chicago tells of one man who started in a cubby-hole, made this butter his one and only leader at the start, and soon built up a big business and moved into large quarters.

It may be said in general that stores handling Meadow Gold usually do their biggest business in it and are accustomed to pass it out to customers even when no brand is specified, either because they believe in giving quality or because they know the customer is apt to look suspicious when he catches sight of an unknown package. The first-class educational work performed by the salesmen and the weight of the advertising message must, of course, be thanked for this condition.

It should be mentioned that the higher price to dealers of this butter is due to its high quality, not to the fact that it is advertised. The company believes that advertising has lowered the selling cost rather than otherwise.

1915 POSTER PULLED STRONG

A by no means unimportant factor in the success of the 1915 campaign, as a whole, has been the poster itself. The design shown was practically the only one used throughout the season. The package, hands and buttered bread were shown in natural colors. The only other color was the broad ribbon of green, which set off the design admirably, giving it a "modern art" effect.

This poster was voted an excellent one by many advertising men, both before and after its adoption, and it was singled out for special commendation by the Poster Advertising Association of Canada at their annual convention. A special poster exhibit was held, demonstrating some of the most up-to-date American posters,

CHARLES DANIEL
FREY
COMPANY
Advertising Illustrations
MONROE BUILDING
CHICAGO

and this one received the highest praise and was later made the basis of a circular issued by the association.

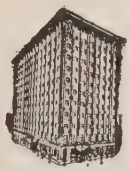
The methods of the Fox River Butter Company are directly applicable to the marketing of other perishable products sold through the grocery trade under brand-names. In one particular, however, the butter manufacturer appears to have an advantage over the maker of bottled products, such as catsup, for instance. When a grocer fails to move his stock of Meadow Gold the company can make an even exchange, fresh goods for stale, and by removing the carton and selling the butter in bulk take only a small loss. In contrast to this we find the Heinz company buying back deteriorated bottled goods at half price and smashing them up in the grocer's back yard.

If it were possible for the Heinz company to keep closer tab on retail stocks, possibly it might find practicable the practice of buying back *earlier,* at an even exchange, and selling in bulk, unbranded. Such a procedure, at least, would hardly hurt the market for branded goods, as branded and unbranded catsups, preserves, etc., can hardly be said to compete.

As regards style products, the methods of the Fox River Butter Company might also be advantageously applied. Homogeneous national advertising in any approved medium has one significant effect on styles; namely, a stabilizing effect. A campaign which, in addition, should be, like the Meadow Gold campaign, designed to produce quick results when necessary, would be capable of meeting emergencies. And this should prove a valuable asset—for the most stable style will not endure forever, and it is often impossible to tell much in advance just when the flurry will come.

Enters Technical Advertising Field

C. H. Handerson, formerly with the H. Black Company (Wooltex), has been appointed advertising manager of The Cleveland Twist Drill Company.



BUFFALO
450 Rooms 450 Baths

DETROIT
800 Rooms 800 Baths

CLEVELAND
700 Rooms 700 Baths

The Statler policy is that the guest is always right—

That no employee is ever allowed the privilege of disputing or arguing with a guest—

That every guest—whatever he pays—is entitled to courtesy, and to a cheerful, interested service under all conditions—

That no discrimination in service may be made between the tipper and the non-tipper—

That every patron of any Hotel Statler must get full value for his money, and a square deal all the time.

No matter how busy we get, we never change our policy.

HOTELS STATLER

BUFFALO CLEVELAND DETROIT

LOOKING back over the old year, it is gratifying to The Kansas City Star to record these advances:

An average gain in daily circulation over 1914 of

10,000 SUBSCRIBERS

A gain in the year's advertising over 1914 of over

600,000 LINES

CIRCULATION

EVENING AND SUNDAY	1915	1914	Gain
City	102,332	98,695	3,637
Country	104,098	97,387	6,711
Total	**206,430**	**196,082**	**10,348**
MORNING			
City	98,256	95,137	3,119
Country	104,137	97,419	6,718
Total	**202,393**	**192,556**	**9,837**
WEEKLY	336,842	327,251	**9,591**

ADVERTISING

LINES	14,955,572	14,317,231	**638,341**

The average paid circulation of The Star, Evening and Sunday, for last month was 208,200; for the morning edition, 205,018.

Buy Your Paper As You Do Your Space

Bermingham & Seaman offer you the same service in buying paper, as your agency does in buying space. We place at your disposal an organization of experienced men whose incomes depend on their ability to help you get the best results in buying paper. They will not try to sell you one brand to the exclusion of another.

We furnish paper for any advertising purpose, yet you deal with only one firm. Our service is nationwide. We have offices in every advertising center. We are the largest organization of our kind in the country, disposing of the entire output of a number of the biggest mills.

Try out our service on your next booklet, catalogue, circular or house-organ. Although we supply many of the largest printers, advertisers, publishers and mail-order houses, no order is too small to receive our painstaking attention. Suggestions, dummies and samples cheerfully and promptly furnished.

BERMINGHAM & SEAMAN COMPANY

Radium Folding Enamel—Samson Offset Opacity—Crystal Enamel—Advance Bond —Elite Enamel—and other leading brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Buffalo Detroit

Building Export Trade for Standardized Products

Other Nations Must Be Told the Advantages of Our Industrial System—From "Practical Exporting"

By B. Olney Hough

Editor, *American Exporter*, New York

CRITICS of American export practice are rare who do not upbraid us with what they declare is our custom of trying to force on foreign buyers what we think they ought to have, instead of meeting their wishes and making the goods they want. Undeniably this criticism is justified in all too many instances. It may be noted, however, that identically the same criticism is made of manufacturers of Great Britain and of other countries. A writer in a prominent British hardware trade paper, in a discussion of the vogue of American saws in Great Britain, declaring that he had not long before returned from a trip abroad, in the course of which he collected a number of samples of desirable foreign carpenters' tools for the purpose of submitting them to British manufacturers to stem if possible the invasion of American tools by copying or improving upon the samples collected, wrote that he regretted "to say that a haughty and cynical spirit seems to be shown by many to new and progressive ideas." In a speech at the annual meeting of the African Banking Corporation in London in 1910 it was observed: "The American does many things that the British manufacturer leaves undone." The South African correspondent of a British trade paper writes that the customary reply of British manufacturers when asked to do special things is, "'We have been doing this for fifty years and we do not care to alter.' That is why in many cases British manufacturers are fifty years behind the times."

However, justified as it undoubtedly is in many cases, a large part of the criticism aimed at our manufacturers is unintelligent, because it does not take into consideration our systems in manufacturing, with the consequent limitation of our abilities to make changes. Perhaps the question of extra price necessitated for special goods is at the bottom of this whole question. It is almost certain that most manufacturers would willingly produce anything that anybody might demand if an appropriate price were paid for it.

WILL PAY FOR SPECIAL EQUIPMENT

Quantity production of standard goods is one of the distinguishing characteristics of American factories. Specialization is another. Loss of time is added to other expense in almost every case where serious changes from a factory's products are demanded. Will buyers pay more for special goods? There's usually the rub. An American consul complains that certain popular cheap automobiles are always painted black and are not so highly varnished as are more expensive cars of European origin. Apparently he forgets that the cars in question are turned out of the factory at the rate of one every minute or two, and, in order to be sold at the prices which attract buyers, foreign as well as domestic, have to be produced in uniform fashion. If the foreign buyer requires painting in special colors or extra coats of varnish, it may be that he could arrange to have his wishes met if he is willing to pay $50 or $100 more per car. This may be the secret of a manufacturer's refusal to accept an order for porch chairs which were required painted red instead of the customary sea green. Possibly the buyer, not understanding that the chairs in question were offered at prices

Copyright, 1915, by The Johnston Export Publishing Co.

which were satisfactory because going through the regular routine of the factory, could not understand why he would be expected to pay something extra for special painting. Possibly, in this case, the manufacturer was just "pig-headed." The deviation from the factory routine might, however, have been thought by the manufacturer to cost more than the total profits in the future business that could be expected would amount to.

This is one of the features of American manufacturing which all of us ought to understand thoroughly in order to be able intelligently to present the argument for American goods in general to foreign buyers, who are sure to recognize the point when it is understood. Take the case of a large importer of American lathes. In a great many other countries what is known as a "gap-bed" lathe is much in demand. The importer in question came to an American manufacturer whose regular line of lathes he had been buying in considerable quantities for some time and offered that manufacturer an order for fifty gap-bed lathes, believing that an initial order of this size, coupled with the glowing prospects for large future trade in similar lathes, would be sufficient to induce the manufacturer to make the special pattern desired. But the manufacturer, taking time to figure very carefully all the elements of costs involved, found himself forced to decline the proffered business simply because he could not see any profit in it. Just the other day a large shoe manufacturer, who wanted the business, turned down a contract for $1,000,000 worth of army shoes for a European government because he was not equipped for studding the soles with hob-nails and could see no profit in equipping himself for that work.

AMERICAN FACTORY POLICIES

In the United States manufacturers commonly draw the line sharply between cheap goods and high-grade goods. The same manufacturer seldom produces both high and low grades of the same article in the same factory. Less often still does he offer two grades under the same brand. European, and especially German, manufacturers very frequently "dress up" cheap goods precisely like high-grade goods. Our practice is usually the reverse of this. We put out cheap lines for what they are, and our manufacturers often decline peremptorily to add to the physical attractiveness of cheap goods, even at a sufficient extra charge to more than cover the additional expense involved. Herein lies one reason of dissatisfaction with cheap American goods in markets not familiar with our wares or our policies. Many foreign buyers, regarding prices only, expect that cheap lines will be as attractive in appearance and as finely finished, at least to the casual examination of a buyer, as the more expensive goods.

Changes in our general policy in this regard may not perhaps be advisable, but it is undeniable that greater care in finishing goods of all sorts is an important desideratum in the case of shipments destined for foreign countries. Perhaps the most serious objection urged against American engines of all sorts, from big electric units down to small marine motors, is the rough, crude finish, or lack of finish, with which some castings and even complete machines are permitted to leave the American seaboard. Puerile is not the proper qualification to attach to this objection. It is rooted deep down in the experience of foreign buyers, and in that of their fathers and grandfathers, with the products of other manufacturing nations, and prejudice and customs are not to be laid aside at a week's notice.

PRACTICES OF EUROPEAN MANUFACTURERS

The organization of European factories is as a rule entirely different from that which has grown up in the United States. In principle, European manufacturers produce small lots as distinguished from our quantity production and, because labor is so

WOODWARD
ST. LOUIS

Perspective

in Advertising must be learned as the human eye learns it—by the mistakes of infantile experience.

Rising above your proposition, seeing its bird's-eye relation to human needs, how different the viewpoint of your campaign!

Advertising astigmatism is a common defect—the cure for it is a wider field of vision, a longer range to sweep the horizon.

WHAT IS YOUR OUTLOOK ON YOUR PROPOSITION?

The Advertising Agency of
WOODWARD & TIERNAN PRINTING COMPANY
SAINT LOUIS, U. S. A.

WOODWARD
ST. LOUIS

THE GENTLEWOMAN

Vol. 45 *January, 1916* *No. 1*

¶ The Saturday Evening Post has as much paid circulation as The Gentlewoman—over 2,000,000. But we hold that no paper published can show, as The Gentlewoman can, a list of over 2,000,000 bonafide subscribers—all paid in advance. And each subscriber paid for her own subscription—the money being sent us by mail or paid to our club-raisers who remit the full amount collected. For we allow agents no cash commission—they are paid in premiums and prizes. We club with no other paper. We do not have to send sample copies to make good our guarantee to Advertisers. We have no dead names in our mailing list—expirations being removed promptly. We have no crews out gathering in names of "subscribers" who pay nothing to the publisher. But it does require a real, live organization to maintain a list of over 2,000,000 paid in advance subscribers. We have that kind of an organization. It is composed of local agents who are known to our subscribers and who, year after year, send us their lists of renewals and new names. Our circulation efforts are concentrated on Small-town and Rural homes. To this end we paid out, during 1915, over $75,000 in cash for advertising space in other papers.

PUBLISHED BY W.J.THOMPSON COMPANY NEW YORK

Has Over 2,000,000 Subscribers

And they are all women living in Small-town and Rural homes. As the buyers for 2,000,000 homes these women are the ultimate consumers of enormous quantities of food, apparel and home furnishings. Advertising in the $1.00 and $1.50 Women's Papers can not persuade these 2,000,000 buyers to consume a nickel's worth of Royal Baking Powder, Arbuckle's Coffee, Fels Naptha Soap, Holeproof Hosiery, Perfection Oil Heaters, Victrolas, Quaker Oats, Mennen Talcum Powder, Colgate's Toilet Articles and other branded merchandise. The Gentlewoman is a good buy for the Trade Mark Advertiser having national distribution.

much cheaper in Europe, that element in the cost of goods does not count for as much as it does in our own country, and it becomes possible for the European manufacturer to shift constantly, a dozen times a day perhaps, from one article or one special feature to another which may be radically different. The bulk of the trade of a European, like any other manufacturer, consists in the domestic demand for his goods, and in Europe the trade is, as a rule, carried on directly from factory to retail customer with the consequence that individual orders are comparatively small. Nor is the specialization in products, as we know it in the United States, common in European factories. In this country a manufacturer of women's shoes seldom if ever attempts to manufacture men's shoes. A manufacturer of high-grade women's shoes does not attempt in the same factory to produce cheap grades of women's or any other shoes. The manufacture of boys' and girls' shoes is again a specialized industry. In Europe, much more often than not, all kinds are produced in one factory. Here again is a strong argument for the advantages of American goods in general.

It seems altogether probable that the fashion which in particular has distinguished German manufacturers of "dressing up" cheap goods to have all the appearance of better goods has contributed more than anything else to the world-wide characterization of German goods as "cheap and nasty." The world too often forgets that some of the highest quality goods manufactured anywhere are made in Germany. It only remembers, as a recent foreign correspondent of the *American Exporter* puts it, that "German goods do not pan out the promised 'just as good.' Their manufacturers do not inspire confidence." Or, as another puts it, "'German' is synonymous with things of handsome but deceitful appearance."

Some foreign buyers are at first quite unable to understand the American policy in this regard. When they look over a line of samples of American silver-plated ware and find three or four distinct grades, each grade made in certain patterns, they are certain to demand the most attractive pattern of all to be manufactured in the cheapest grade. They cannot understand why the manufacturer refuses to make in his cheapest grade a pattern which he confines exclusively to his highest-priced grade. An American manufacturer of lead pencils refuses to put out his cheapest pencil except in plain wood. A European manufacturer will deliver the same quality of pencil but will paint and varnish and polish the wood and even stamp it in gold letters, so that externally it is not to be distinguished from a pencil costing twice as much. Certain German manufacturers, noting a large sale for American meat choppers in Europe, put out a machine in competition with the American. The German machine, instead of being tinned like the American, was enameled, and hence made a much more attractive appearance, while it sold at competitive prices. However, dealers jealous of their reputation with customers quickly found that the German machines were by no means so satisfactory in operation as the American nor did they give one quarter the service.

AMERICAN PECULIARITIES IN EXPORT TRADE

It is always worth while teaching our foreign customers and prospects as much as possible regarding established American practice and peculiarities, and explaining how they have grown up and why we regard them as desirable, especially when we meet buyers face to face. Probably no American machinery or hardware is produced in the United States that is either so heavy or, perhaps, so durable as similar products of British and some other European factories. It is perhaps the most distinguished characteristic of American articles in these branches that they are of comparatively light weight, yet believed by us to be sufficiently

strong for the purpose for which intended, and built along graceful and pleasing lines. The American manufacturer, it has been remarked, does not produce a machine that is intended to be handed down as an heirloom to posterity. The American users of our machines expect to run them at the highest possible speed, securing the greatest per diem output, realize that sooner or later they will be worn out and are then quite content to scrap them, perhaps even earlier while still in good condition, because newer apparatus has been designed, new inventions made, improvements introduced that will make the purchase of up-to-date apparatus desirable because of an actual economy or superiority in production thus to be effected. This American practice has been recognized by foreign users of machines to be desirable, at least up to a certain point, and the principle has to some extent been adopted abroad. Meanwhile, the foreign prejudice in favor of more substantial and heavier tools has undoubtedly had a certain influence in modifying the American tendency in the other direction. Indeed, it is probable that a great many more American goods have been imitated abroad than there are imitations of European goods made in the United States of America. Four years ago a leading English silk manufacturer confessed in print that Americans "have made considerable advances in the perfecting of machinery they originally got from us, and their improved machinery has been adopted by British firms."

The growth of American influence in foreign countries is not only notable but is usually a source of pride to us, unless we except the spread of American yellow journalism. Improvements in European show windows, in advertising practice, the decadence of the top hat among business men of London, all bear witness to the influence of American ideas. This principle, however, does not mean that occasionally, but not often, ideas originated in the United States have not been improved upon abroad.

There is one feature of American industry which is distinctive or at least is carried farther in this country than in almost any other, but which perhaps is not quite wholly praiseworthy. It does undoubtedly affect our export business in different lines. This is the constant changing in fashions here. It applies not alone to millinery, but affects many other phases of our life and our goods. Nowadays an American changes the style of his or her boots and shoes with each recurring season. The American gentleman is almost as particular about the style of his hat as is the American (or almost any other) lady. These things are not true, in principle or in equal measure, of people in other countries. Old styles, time-honored favorites in patterns, etc., remain popular for fifty or a hundred years, sometimes.

A radical difference in principles involved characterizes many products of American factories, clearly enough affecting competition. But, however proud we may be of American ideas and practices, we must always be on our guard against what an Australian correspondent calls "American ingenuity and skill damned by blow and bounce."

C. D. Buckwell with Exporting House

Cyril D. Buckwell, business manager of *The Spirit of Missions*, an Episcopalian monthly, has resigned and will become advertising and publication manager for Muller, Maclean & Co., Inc., New York, exporters and manufacturers' representatives. For several years he was export manager for Butler Brothers, New York.

Accession to Krogness' Staff

Grey Sullivan, recently Western representative of the Chicago *Herald* and previous to that in charge of the automobile advertising of the Chicago *Daily News*, has joined the organization of C. George Krogness, Chicago, newspaper representative.

Fitchner with Barnes-Crosby

Eugene L. Fitchner, formerly of Amsden & Fitchner, Cleveland, Ohio, has located in Detroit, where he will be associated with the Barnes-Crosby Co.

$300,000

well invested

THIS week two important advertising campaigns are starting. These, added to other advertising already completed, will bring the total investment of The Curtis Publishing Company in advertising during the present season to about $300,000.

One campaign starting this week is for The Country Gentleman.

Large advertisements will appear twice a week in the centers of farming territory throughout ten Middle Western States.

This campaign will cost $127,000.

The other campaign starting this week is for The Ladies' Home Journal. This will appear twice a week in important sections.

This campaign will cost $87,000.

Several additional campaigns have already been completed or are now under way.

Among these are fortnightly insertions for The Saturday Evening Post, and pages and double-spreads in various mediums for The Country Gentleman.

This $300,000 has been appropriated as an investment in the business.

The Curtis Publishing Company believes that the present season offers perhaps greater opportunity than ever before for reaping the full advantage of powerful, well-directed advertising.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE
PHILADELPHIA

The Head Correspondent Suggests Important "Don'ts" for Sales Letters

Pointers Out of the Experience of a Chicago Mail-order House

By Cameron McPherson

I ONCE knew a copy-writer in one of the big Eastern agencies who frankly admitted that when *he* finished writing a letter it was beyond improvement. But he was an exception. Most of the successful copy-writers I know tell me their main difficulty is getting the copy to suit them. They no sooner get a letter back from the stenographer than they see a way of strengthening the opening paragraph, simplifying the description and a dozen other things, usually ending up by rewriting the letter several times before they finally turn it over to the multigraph operator.

In this respect letter-writing is a good deal like playing billiards. The beginner, knowing little of the real principles of the game, will occasionally make a shot and bring the balls together in great shape. But it takes long experience and a thorough knowledge of just why you do it to make one shot after the other. Once having mastered the principles, a good player can make the balls do his will, and he knows in advance just what is going to happen. In the same way you will find correspondents who have so thoroughly mastered the principles of letter-writing that they can tell you almost in advance just what the results from a letter will be. And if you have ever worked under one of these men you will recall that they test a letter negatively. They apply the process of elimination, for it is true that it is quite as important to know what not to say as it is what to say.

I once asked the chief correspondent of one of the big Chicago mail-order houses to tell me briefly what he considered the ten commandments of letter-writing. He replied that there was only one —keep your mind fixed on what you are trying to accomplish, and accomplish it in the fewest possible words. "But," he added, "I can tell you plenty of things not to do." So I let him talk.

Some of the things he said would apply only to a mail-order business—but there were a number of rules of general application, which I will set down here that they may be of some help to others like myself, who have difficulty in getting letters "just right." Many of them will be familiar to the readers of these articles; few of them are in any way new, but for all that they are worth repeating and using. To make them perfectly clear I will illustrate them with examples from my collection, and if some of the remarks border on the critical, it is not done with any thought of tearing down, but in the hope that, by pointing out the flaws in the work of others, we can more easily detect them in our own correspondence.

The one thing that impressed me beyond all others, in considering the remarks of this letter chief, was his attitude on the angle of attack. "The main fault I have to find with our correspondents," he said, "is that they can't keep away from singing the praises of our goods. I tell them: *'Don't worry about what you are selling—the point is, why can't you sell it?'*"

THINK OF THE OTHER FELLOW

Then he told me that when a man fell into the rut of writing letters with this flaw in them, he told him to take a pad of paper and write down *not* every feature of the article he is trying to sell, but every objection he can im-

agine the recipients of his letter will make to it. Instead of talking about every advantage the article offers the buyer, think of the disadvantages that might keep the buyer from buying. Having decided on the big obstacle to be met by the letter, get busy and find some graphic answer that will quickly and forcefully beat down that opposition and create the buying impulse.

This sounds simple—but just try it! Yet it is old and sound advice, for history tells us that 50 years ago, when Lincoln was to meet Douglas in debate, his main concern was what Douglas would say. What he intended saying was then a secondary matter.

Another of the chief's "don'ts" bearing on this same point is *"Don't talk means—talk ends."* In other words, don't take up your letter trying to sell the dealer more goods, more tied-up capital, more work. Sell him dividends, extra money to spend on luxuries, a reputation for progressiveness and enterprise. I received a letter only the other day from a Mr. Edwards which is a mighty good illustration of this point. Mr. Edwards has a boat he wants to sell, the "Uandi." It is a $5,000 boat, for which buyers are hard to find, so he decided to send out a letter to people he thought might be interested.

The ordinary mortal would have contented himself with writing a letter describing the boat, and telling what a bargain it was, but not Mr. Edwards. He sells you a *good time, health,* and, in case you are under the spell of Hugh Chalmers' or Henry Ford's advertising, tells you a few things you don't have to buy and do for a boat that you do for an auto. Read the letter. It is a good example of selling the end rather than the means:

Dear Sir:

Commodore and Mayor William Hale Thompson was *right.* "Chicago, the greatest summer-resort city of the world," has become a *reality.*

When I bought the "Uandi" from Henry Bosch last fall, I for one looked forward to the most pleasurable spring, summer and fall that I had ever had —and I *had* it, right here in Chicago.

You see, with a boat, you don't have to follow any hot, narrow road, bounce over bumps, pay for new tires or "eat other people's dust" as you do in an automobile—you are out on the broad, clear waters of the lake, with the city in perspective, your friends around you, an ice-box full of cool ginger-ale or something else down below, if you want it; bunks, lockers, toilet, electric lights, comfortable chairs to sit in, room to move around, power to take you anywhere you want to go—*I don't ask for anything better.*

I learned how to run the dependable two-cylinder "fool-proof" Fay & Bowen engine in an hour. It runs like a clock and drives her along hour after hour at a nice, clean eight-mile clip. With one-man control—throttle, spark, lights, etc., *accessible from the steering wheel,* you feel like a "regular" monarch as you "roam the trackless deep" with no limitations or restrictions except your own inclinations.

After the first wonderful cruises on the lake—steering the boat to any desired destination that fancy dictated—Jackson Park Harbor, Gary, Michigan City, Wilmette, Belmont Harbor, down the river to Lockport, up the north branch through the new drainage canal to Wilmette, then out in the lake and back to Chicago, or just out around the municipal pier for an hour in the evening with a party of friends before tying up at the mooring for a picnic supper and evening of pleasure in the clear, bracing air—I found that my whole *point of view,* my *philosophy,* my *health,* my *pleasure* and *joy* in life seemed to have taken on a broader character.

It is with regret that I face the necessity of moving away from Chicago to an inland town—and with still deeper regret that I face the possibility of parting with the "Uandi."

To my mind the "Uandi" is the stanchest, most seaworthy, the best-built and the most satisfactory boat that I have ever seen around Chicago.

The boat cost over $5,000 to build—she is built extra strong all the way through, with very complete equipment and with solid mahogany upper works and interior finish—and you could not duplicate the boat anywhere as a second-hand value for a cent less than $2,000. The fall is the slack season, however, and, as I have to move, I will let her go for $1,150 for a sale made before Christmas.

Wouldn't *you* care to consider buying the "Uandi"?

Just drop me a line or 'phone me any time and I will be glad to show you the "Uandi."

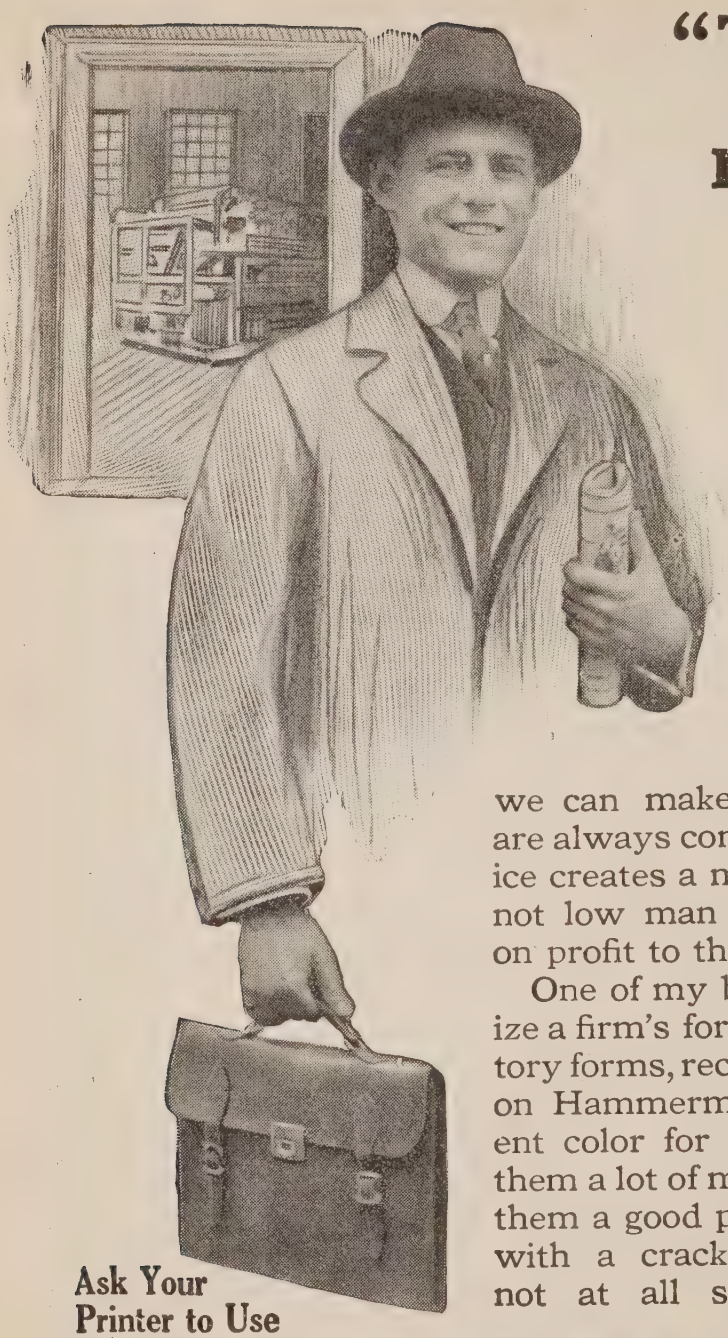
Yours very truly,
W. H. Edwards.

This letter also illustrates another of the chief's pointers—*"Don't write your letters—talk them."* Mr. Edwards has kept out those stiff meaningless phrases which creep into so many letters, and given it an earnest swing, that no doubt was successful in disposing of the "Uandi."

The Omaha Daily News Has More Circulation in Proportion to the Population of its City and State than Any Other Newspaper in the United States.

J. F. ANTISDEL
A. K. HAMMOND
E. E. WOLCOTT
366 Fifth Avenue, New York

C. D. BERTOLET
Gen'l Adv. Mngr.
1110 Boyce Bldg.
Chicago



"They call me first"

By a Printing Salesman

I'VE got a lot of customers who call me first when they have a printing order to place. That's because they know I try to give them something more than printing. "Let's forget the price for a minute," I say, "and figure out what the printing is for and how we can make it profitable." Prices are always competitive, but good service creates a monopoly. I want to be not low man on price but high man on profit to the buyer.

One of my best leads is to standardize a firm's form letters, office and factory forms, record slips, price lists, etc., on Hammermill Bond, using a different color for each form. That saves them a lot of money and time and gives them a good paper of uniform quality, with a crackle, finish and strength not at all suggestive of its moderate cost. When a job on Hammermill Bond is delivered they say, "How can you do it for the price?"

Yours very truly, *A Printing Salesman.*

Ask Your Printer to Use

HAMMERMILL BOND

"The Utility Business Paper"
Envelopes to Match

Made in twelve colors and white in three finishes. Sold by Wholesale Paper Houses in Every Large City. Send for Signal System and portfolio of samples. Investigate Hammermill Safety Paper.

Hammermill Paper Co. **Erie, Pa.**

The chief was careful to make it clear, however, that when he advised talking letters, instead of writing them, he did not want to appear to endorse some of these smart-aleck, heart-to-heart letters which are flooding the country. On the contrary, he bewails the fact that there is not more of that good old-fashioned reserve and courtesy in present-day letters. His idea is that the writer should strive to be natural in his writing, but to be natural without becoming too familiar or too undignified. "This idea of starting a letter to a man you have never seen, or never done business with, with 'My dear Mr. Jones,' and then 'Mr. Jones-ing' him in every paragraph and ending up with 'most cordially yours' is overstepping the bounds of business courtesy," he said. "It isn't good business nor good salesmanship. The good salesman studiously avoids becoming too familiar with a prospective customer, for he knows that half of selling is making the customer feel he is the whole thing. A tone of respect never lost a sale yet, but a good many sales have been lost by premature familiarity."

And this truism brings us to a very important point in selling by letter—getting the right attitude. It is just as important in the letter as it is in selling in person. It marks the difference between the veteran and the cub as no other quality can. The man who knows he can sell, who believes in what he is selling and who takes it for granted his prospect is going to buy has the sale half made before he sets foot in the office. Sales are influenced fully as much by our attitude as by what we say—and here is a story I heard the other day which illustrates it:

A certain manufacturer was about to hire an advertising manager. Although the advertising manager didn't know it, the manufacturer was very anxious to get him—in fact, it was at his request that he had called to talk things over.

"I'll tell you what we will do," said the manufacturer, "we will pay you $5,000 the first year and $7,500 the second if you make good, as I am sure you will."

This was perfectly agreeable to the advertising man, who was only making $3,500 in the position he then held, but he didn't want to appear over-anxious, so he walked over to the window and began surveying the top of the adjacent building.

The manufacturer, who believed himself to be a keen student of expression, took it as a sign of refusal, and promptly made it $6,000 for the first year. The advertising man continued looking out the window, still saying nothing. The president of the company waited a few minutes, and, receiving no encouragement on the $6,000 proposition, promptly raised it to $7,500 to start, and he might have gone even higher did not the advertising man lose his nerve and accept it before the manufacturer could change his mind. That is "attitude," and in this case, at least, it proved far more effective than several thousand words.

DON'T BE COLDLY COMMERCIAL

According to our friend, the head correspondent, most youngsters take the attitude of wanting to sell something very badly in their letters, and quite naturally make the task the harder. *"Don't appear grasping,"* rules the chief, *"take the attitude of wanting to help a dealer sell, rather than to sell him."*

This point is fully appreciated by most of the more successful advertisers who often go to some pains to impress their customers with the fact that they are not trying to sell them, as much as they are trying to help them sell. As an illustration, take this letter sent out by the Columbia Phonograph Company—its whole theme is to help sell, yet I am told that it paved the way for selling considerable merchandise:

DEAR SIR:

The average sale is a falldown on the part of the man who made it.

For he is supposed to be a salesman, but he proves to be nothing bigger than a clerk.

There is a heap of difference.

Any respectable salesman can take orders. It takes a salesman to sell goods.

The man who sees a customer coming while still a great way off, who meets him more than half way, treats him courteously, takes his order, hands him his change and says "thank you" —call him a salesman? Not by seven miles and back again. He may be a gentleman and a scholar and a good judge of clothes, but he is no more of a salesman than his aunt's an uncle.

It is a salesman's business—and pleasure—to do exactly what the clerk does and then multiply it two or three or four or six or a barrel full, and do it while the customer waits.

And it isn't half as hard as it looks to the man who never tried it more than one consecutive time.

When a man has been persuaded to the point of reaching down into his pocket for money, all the hard work is done. The demand is created, the advertising has taken effect, the store window has done its part, the goods have proved acceptable, you've made connections, you have gotten acquainted, you are on intimate speaking terms—and you have more goods and other goods to sell. If you let the man go away without selling him more than he intended to buy you are slipping up on your job almost every time.

Don't forget for a minute that whatever he may say, the average man wants to be solicited. Not pestered—but he likes to see that his patronage is as valuable as you know well enough it really is. Sometimes a customer will go home and notice with surprise that he bought more than he really intended to, but the next time he forgets everything except that he did get waited on and attended to and had his patronage asked for.

Double up your sales. You can do it just as easily as you can transfer on a trolley.

Yours truly.

Of course, it would not do to write all our letters on this plan, but it serves once in a while to take the edge off other letters which might leave the dealer with the impression your only concern was to sell him something. The good salesman knows the value of calling once in a while, just to pass the time of day or to leave a helpful suggestion—the sales correspondent can do the same thing to equal advantage.

DON'T SELL THE GOODS OF YOUR COMPETITOR

Another good point, in my estimation, made by this correspondent hits the practice of making statements which our competitor could truthfully echo, and which, therefore, have little sales value. *"Don't take up space to make a statement which your competitor could sign,"* cautions our advisor.

Here comes a letter from an electrotyper, stating that his service is equal to the quality of his plates, and that we must give him a trial. You could take the letterhead of any electrotyper in town and write the same letter on it with equal meaning. Or, to use a concrete example, look at this letter, sent out by a musical-instrument concern. It starts out with this:

"If we were to tell you that, at three o'clock this afternoon, one of our representatives would call on you and hand you a plump roll of well-developed bills—and beg of you to accept it as one brother to another—you would make answer:

"'Be prompt, Oh, my brother —for great is my impatience to clasp thee by the hand.'"

Overlooking the possible criticism that buying is a very serious matter, the most serious matter in business, and the tenor of the letter borders rather dangerously on being humorous, the start is good, or, at least, the parallel is good. If the letter did not produce, it was quite possibly due to the fact that the writer said nothing in the paragraphs that followed that any other musical-instrument manufacturer could not say. In speaking of the reason why you should buy an instrument of their manufacture it says,

"We make Blank instruments —picked instruments. We make the best that human skill can produce—if we do say it ourselves. They are Twentieth Century Strads—don't be afraid to repeat that—the first tone from one will prove it."

You could substitute the name of Lyon & Healy and it would make just as good and just as true a letter for them. Of course, it is often wise and even necessary to use statements that are common to other businesses in your line, but a concrete fact can be swung into line, and the statement tied up to it. A good example of this treatment comes to light in some literature just sent out by Sears, Roebuck & Company advertising the Encyclopædia Britannica. The argument to be put

MAKING GOOD IN GREAT BRITAIN

Appeal to all classes in Great Britain by means of Hulton's Papers.

THE ALL-EMBRACING GROUP

Every paper a sure winner for the American out to make good in Great Britain.

The upper, middle, and lower middle classes are the dominant classes in English Home Life. It is for these classes that the Hulton papers are designed—it is these classes that *you* want; between us we can win through.

Every advertiser of note, American or otherwise, has used the Hulton group, has proved the undeniable worth of these papers and to-day the Hulton Papers are more successful, more powerful and more potential than ever before.

PICTURE PAPERS FOR THE HOME
MORNING PAPERS FOR THE HOME
SUNDAY PAPERS FOR THE HOME
EVENING PAPERS FOR THE HOME
WEEKLY PAPERS FOR THE HOME

Combined Circulation 6,000,000 per Issue

Hulton's is the only group that can give you a truly National campaign or a try-out campaign in the most wealthy, populous and fertile field in Great Britain—Lancashire.

Write for specimen copies and rates to HULTON'S, "Daily Sketch" Buildings, London, England.

Dummy Booklets & Folders

OUR SERVICE DEPARTMENT which for a long time has made Dummies and offered suggestions to Printers, will now be extended to include all consumers of Paper.

IF YOU ARE PLANNING A BOOKLET and don't know exactly how to arrange it, we will be glad to make suggestions concerning both the style and the most appropriate paper to use.

RANKING AMONG THE LARGEST PAPER Jobbers in the Country, with over two hundred items of Book papers, and over six hundred different Cover papers to select from, we can make up many unusual and attractive Booklets.

SEND FOR A PAD OF OUR

"Dummy Requisition Blanks"

One of these blanks properly filled in will give us enough information to make up an appropriate Dummy —several if desired.

There is absolutely no charge or obligation attached to this service.

Send now for a pad of these blanks and keep them on file until needed.

TRADE MARK

J. E. LINDE PAPER CO.
90 Beekman Street
NEW YORK
NEWARK **HARLEM**

NOTE—Owing to the fact that we are Jobbers, selling in a limited territory, this service is extended only to those Concerns whose Printers are within approximately 100 miles of New York City.

across is the justification of the low price. Notice that it is done by introducing the volume of business at the start:

"Though we are now doing a business of over $100,000,000 a year, we are always planning to increase it. We know the growth of our business has been due to selling the things our customers need for less money and of better quality than they can get anywhere else. We are always seeking real bargains to offer customers," etc.

FACTS, NOT GENERALITIES, ARE IMPRESSIVE

The use of concrete statements instead of generalities is greatly to be desired in sales letters. Selling is becoming more and more a matter of facts, rather than personality. Fifteen or twenty years ago, when the demand for things often exceeded the supply, it was not much of a trick to sell, because more people wanted to buy. All a salesman had to do quite often was to announce his presence in town and the buyers would look him up. But to-day competition has taken the situation in hand, and the successful salesman must know all sides and angles to his proposition. The sale must be built on facts. So for the same reason the sales-letter should be built on facts.

Therefore, I will put as the last and most important "don't" which my friend gave me: *"Don't state generalities—talk cases."* By way of illustrating what he means by talking cases, here is a letter sent out this fall to Pratt & Lambert dealers—a letter intended to open up new agencies. It is said by Advertising Manager Werheim to have been a record-breaker, and any seasoned advertising man will agree that its success lies in the way concrete cases have been piled on top of each other to prove a claim. There is no beating around the bush. The company comes right out with names and figures. Read the letter and see if you don't think it more impressive than a mere statement that "others are making money selling our varnishes, you can do it, too":

PRATT & LAMBERT
VARNISH MAKERS
BUFFALO, N. Y.

DEAR SIR:

R. Tinsley, Crawfordsville, Ind., increased his sales 60 per cent on Pratt & Lambert Varnishes last year, and expects to do the same this year.

Starting with 60 gallons of P. & L. Varnishes four years ago, Bazille & Partridge, St. Paul, Minn., now sell 3,000 gallons a year.

From a $100 start on P. & L. Varnishes, Young Brothers Decorating Company, Wichita, Kan., are now selling $3,000 worth a year, all retail.

Vining & Borrner, Springfield, Mass., one-case buyers eight years ago, now buy hundreds of gallons yearly and expect soon to be carload buyers.

Let these and other dealers tell you of the demand and profits on P. & L. Varnishes. Read their remarks on the inside pages of this letter.

Everywhere dealers are doing the same things. Williams Bros., Champaign, Ill.; Model Wallpaper Company, Dubuque, Iowa; Frank Heidel, Valley City, N. D.; Frank Flake, Latonia, Ky.; Yeoger & Best, Lafayette, Ind.; Edward Possel, Chicago, Ill., and thousands of others have increased their sales of P. & L. Varnishes anywhere from two to ten times in the past three years. As a whole, the sales on "61" Floor Varnish have tripled since 1909 and have more than tripled on Vitralite, the long-life white enamel since 1911, while the sales on other P. & L. Varnishes have also shown big increases.

Have you done as well? If not, make a tryout in a small way. The assortment illustrated on the back of this letter gives you the chance.

It is only six gallons of "61" Floor Varnish and three gallons of Vitralite, the long-life white enamel, in assorted size cans, but it will show you that you can do the same as other dealers who started small and grew rapidly, because back of the goods are the same selling forces that are at work for successful Pratt & Lambert dealers everywhere. Send the post-card—make the tryout.

Yours very truly,
J. H. McNULTY,
General Manager,
Pratt & Lambert, Inc.

There are a lot of other "don'ts," but these will suffice. It would, of course, be as impossible and foolish to lay down any set of rules for writing sales-letters as it would be to lay down rules for selling. But we do know, for instance, that it hurts a salesman to knock his competitor, and we can say, without becoming theoretical, "Don't knock." And so the few "don'ts" for letter-writers quoted in this article are picked because they are equally obvious, yet equally overlooked. They are passed along for what they may be worth.

Cement Manufacturers Join in National Campaign

Over $300,000 to Be Invested in Periodical and Direct Advertising

CEMENT manufacturers will join in an extensive campaign of advertising that promises to be one of the largest co-operative movements of the sort ever started. A large fund has been provided for the cost of this advertising, as well as money for scientific research work, establishing consulting service, extensive publications on all phases of concrete work, school lectures, courses for cement workers, etc.

Manufacturers of Portland cement have been allied for a number of years as the Association of American Portland Cement Manufacturers, but last month at the annual meeting in New York even the name of the association was changed. It is now the Portland Cement Association—significant of the new trend, as it makes the *product* of the members the predominant feature of the association name.

The decision to go after business more vigorously was reached after a printed report had been submitted to the meeting by J. P. Beck, formerly of the Universal Portland Cement Company, Chicago. This report recommended methods for increasing the activities of the association. It was in the form of a volume of 200 pages and is said by association members to have been a remarkably fine example of an outlined campaign. It included charts, statistics and argument so well worked out that it passed a group of about 100 manufacturers without meeting opposition, and was adopted without a dissenting voice.

Mr. Beck was elected general manager of the association, and consequently will have the direction of the activities which he outlined, the affairs of the association being under the general control of a governing board.

About $700,000 will be raised by the association for the conduct of its work during the current year. This will be assessed against the manufacturer members according to their respective cement production.

An appropriation of upwards of a quarter million dollars has been approved for periodical advertising, and in addition there will be provided for direct distribution among prospective cement users a wide assortment of booklets and other publications. No syndicated editorial matter will be supplied, and press-agent methods of publicity will not be attempted. It is Mr. Beck's intention, however, to develop writers who will supply special articles of an informative nature on the subject of cement and its uses to farm papers and those covering other industrial fields, where such articles are desired.

The advertising in publications will appear in weekly and monthly magazines, technical publications and farm papers. Broadly speaking, the work of the association upon which special effort will be concentrated will relate to development along three lines: the use of concrete on the farm, concrete roads and concrete in building construction, with special emphasis upon the fire-resisting properties of the material. Certain uses of cement it will be possible to advertise in the broadest sense, while advertising of some particular use may be concentrated upon a rather prescribed area.

CEMENT WELL ADAPTED FOR CO-OPERATIVE ENDEAVOR

The present domestic demand for cement in the United States is only sufficient to take up seven months' maximum capacity each year, hence the need of advertising—more particularly that of an educational nature—which will increase the demand for the product in channels already established and develop new uses

All members of the cement asso-

ciation have one material to sell, which is standardized and of comparative uniformity, and it is chiefly on this account that the association is in a peculiarly good position to undertake co-operative advertising. No one company has a sufficiently wide distribution to undertake national advertising, but collectively this may be done with economy, for the various producing plants are located all over the country. In determining the list of mediums regard will be taken of the comparative circulation in various sections of the country as compared by the amount of money invested in each district, or in other words mediums will be selected with the end in view of making the circulation of the advertising in each territory proportionate to the present production of cement.

Cement dealers will be encouraged to run local copy in newspapers simultaneously with the national advertising on the same subjects. It is quite important, Mr. Beck points out, to have the local and national copy coincide. If dealers are induced to take an active interest in the advertising—and here again the association will be able to exert an influence that no individual manufacturer could wield—it is quite conceivable that more good may possibly result from the local than from the national advertising. In such an event, Mr. Beck asserted, the latter would be well worth while because of the stimulation afforded the former.

In setting forth the mass of argument in favor of advertising which is arrayed in his report, Mr. Beck laid emphasis on successful campaigns that have been conducted, not only by co-operative enterprises but by building material manufacturers, whose fields are similar to that of the cement producers. Many of the campaigns cited have been described in detail in PRINTERS' INK, such as those of the Hydraulic Pressed Brick Company, Northwestern Expanded Metal Company and the Southern Cypress Manufacturers' Association. It was the preponderance of evidence and soundness of the arguments in favor of advertising that effectually silenced opposition among members. It is quite reasonable to suppose that all of the members did not go to the association meeting predisposed to assent to a campaign of co-operative advertising—indeed, many of them had previously contended that the association, as such, could not go into paid advertising.

THE ALLIES OF ADVERTISING

Closely allied to the advertising activities of the association will be the work in other departments of the organization.

Technical research will form an important part of the association's work. Concrete is a comparatively new product for use industrially on a large scale. It will be the association's aim to raise the standard of concrete manufacture and to strengthen public confidence in it.

A staff of engineers will be placed in the field to co-operate with contractors, architects and public officials in their endeavors to obtain the best results—concrete work by the use of proper specifications and correct methods.

One example of the sort of laboratory work that will be undertaken will suffice to show what may be done in the way of technical research. An attempt will be made to design a satisfactory reinforced concrete railroad tie. A vast field for cement producers would be opened up if a satisfactory article of such wide use should be designed in concrete.

The results of the research work will be published from time to time for circulation among those who would be interested.

In the way of direct promotion, there will be special bureaus to promote the construction of concrete roads, to increase the use of concrete on the farm, to promote its use for fireproof construction, etc.

An educational bureau will assist in preparing courses for college and schools, will work through farmers institutes and clubs, railway demonstration trains, inaugurate correspondence courses and the like.

There will be a lecture bureau, from which speakers will be sent

JOHN BULL

Only accepts 10 pages of advertising per week and turns away many hundreds of pounds' worth from each issue.

Paper is "on the rise" here which is a factor to be considered, for our weekly issue exceeds 1,300,000 copies—which means we can give any other British weekly journal about a million start and beat it. So the others are not so troubled about paper prices.

Book well ahead in "JOHN BULL" if you advertise in Britain.

Full facts are yours if you'll but ask.

PHILIP EMANUEL
Advertisement Manager

ODHAMS LIMITED
93 & 94, Long Acre, London, W. C., England

out to deliver addresses of both a popular and technical nature. Still other bureaus will circulate libraries devoted to concrete construction and co-operate with public libraries in similar effort; and co-operate with dealers, architects, engineers and contractors in promoting the use of concrete.

Local Insurance Campaign Uses Seal of Association

The Cincinnati Life Underwriters' Association, which is conducting a local campaign on behalf of life insurance, by means of newspaper advertising, has arranged to tie up the campaign to the efforts of the members of the Association. The consent of the executive council of the national organization for the use by individual members of the Cincinnati association of the national seal, which is featured in the advertising, has been of material assistance in this connection, and has enabled the association to place the emblem on cards, stationery and other printed matter for the use of all its members. An order for 50,000 stickers, for use on mail, has been filled for the association, and the stickers distributed to members at cost. Many of the members are using the means indicated to derive the greatest amount of benefit from the general campaign which is being conducted, and reports indicate that before the programme of advertising now laid out is finished substantial results will have been accomplished.

A Famous Little Farm

There used to be a fertile farm, where pumpkins, pigs and hay were harvested with much success, but in a modest way. The farm was greatly handicapped by lack of breadth and size, but they who dwelt upon it were inclined to advertise; each had a leather larynx and a broad and husky chest, and mobilized his vocal powers with energy and zest.

Those farmers built a village which had many cities skinned by reason of its quality and quantity of wind. Its population is excelled by Omaha or Worcester, but every man among its men was born to be a booster. Hot air was manufactured in an unremitting jet, and many of the things they said are widely quoted yet.

So kings have come and kings have gone, and empires thrived and waned, and still the fame of that small farm has faithfully remained. Though mighty emperors we've seen, and wonder-working kaisers, we cannot duplicate that little bunch of advertisers who rooted for their tiny land in war as well as peace, and sealed to every future age the fame of Ancient Greece.

The W. F. Long Company, Inc., of New York and Chicago, has been appointed to represent the Winnipeg *Grain Growers' Guide*.

Directory of Britain's Great Advertising Media

Short Synopsis of Class, Circulation, Scope, Rates, &c.

"PUNCH" THE most famous and most widely quoted humorous paper in the World. Wields wonderful power in political and social life, and is one of the essential British Institutions. Was the first high-class illustrated paper in London to state and guarantee Net Sale, and is so far *the only one* in its class so to do. Advertising rates based on Net Sale each week of 100,000. Net Sale is now in excess of 150,000. 10 Bouverie St., London, Eng.

THE LARGEST NEWSPAPER SERIES IN GREAT BRITAIN

Hulton's 6,000,000 Group

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when you order books or catalogs. You will then get your money's worth. All styles of cloth, leather and paper in quantities.
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Name on request.

Our prices are standard electrotype prices

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OF CANADA
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Halftones Ben Day
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New York City, N. Y.

200 William St. Tel. 2900 Beekman
Tenth Av. cor 36th St. Tel. 3900 Greeley

Hoyt's Service, Inc. announce the appointment of Mr. Merrell A. Wood, formerly President of the Caslon Company of Cleveland, as manager of the office which we have just opened in Cleveland.

Mr. Wood's broad experience and wide acquaintance, combined with the facilities and merchandising ideas of this organization, will enable us to duplicate for Western manufacturers the successes of our many clients in the East.

Our method of soliciting or starting an account avoids the unsoundness of competitive plans, does not obligate you in advance to make us your advertising agent, and insures a marketing plan based on a real study and knowledge of your business. This method is fully explained in the latest issue of our house organ, *Hoyt's Band Wagon*, which will be sent free to any executive writing for it on his business letterhead.

Hoyt's Service, Inc.

116 West 32nd St., New York

14 Kilby Street
Boston

Leader Building
Cleveland

The Safeguarding of Corporate Names

Important Ruling by Court of Appeals Denying Use of Name "Ford" for Automobile Tires—Other Significant Discussions

Special Washington Correspondence

"FORD" as a trade-mark or trade name may be applied to Ford motor cars and to nothing else in the whole automobile field. This is the outcome of the final disposition by the Court of Appeals at Washington, D. C., of the hotly contested case of the Mansfield Tire & Rubber Company vs. the Ford Motor Company. This case, which revolves around the right of a concern to protect and restrict the use of its corporate name, was mentioned in PRINTERS' INK at the time it was under consideration in the U. S. Patent Office. It was carried up to the court of last resort for such disputes by the Mansfield Tire & Rubber Company which appealed from the decision of the Patent Office sustaining the opposition of the Ford Motor Company to the registration of the word "Ford" as a trade-mark for the tire company.

The Court of Appeals took cognizance of both claims made by the Ford company in its protest against allowing anybody else to use the name "Ford." First was the assertion that the mark presented by the tire people is the same as the mark owned and in use by the Ford company, appropriated to goods of the same descriptive properties, to wit for automobiles and their parts, not including engines. Second was the claim that the word "Ford" is the principal characteristic word of the corporate name of the Ford company and that this company was incorporated prior to the adoption and use of the word "Ford" by the Mansfield company. It was on this latter contention that the Court decided the case in favor of the Ford Motor Company.

"The decision clearly was right," says the Court of Appeals in upholding the Patent Office in its denial to register "Ford" as a trade-mark for tires because of the decision of this same court in the case of the Asbestone Company vs. Philip Carey Manufacturing Company. Quoting in the current opinion from the decision in the previous case cited, the Court reiterates: "It is not the business which the statute in this particular aims to protect, it is the corporate name and it is sufficient that possible damage may be inferred from invading the corporate right which the corporation possesses in its name."

Mansfield Tire & Rubber Company rested its case principally on the fact that the word "Ford" for which it sought trade-mark rights was displayed in a distinctive manner, thereby conforming, seemingly, to one of the exactions of the trade-mark act. Accordingly, unusual interest attaches to the final paragraph of the opinion just rendered by the Court of Appeals and which is as follows: "Here it is sought to register as a trade-mark the principal and distinguishing word of the corporate name of the appellee. Whether the word is to be written or printed in a peculiar manner is of no consequence, for however it is written the letters still spell 'Ford' and the domain of the appellee will be encroached upon. The decision must be affirmed."

CORPORATE NAME PROTECTION AGAIN

The Court of Appeals at the beginning of the winter term of 1915-1916 has given another important mandate relative to the safeguarding of corporate names. While in the Ford case it was emphasized that distinctive display will not save the face of a copier of a corporate name, in the case of the United Drug Company another equally interesting point was made, namely, that it is no extenuating circumstance if the appropriator of a corporate name is engaged in a line of business in

no sense competitive with that of the corporation whose toes are thus trod upon.

The United Drug Company appealed to the Court of Appeals from a decision of the Commissioner of Patents denying registration to the word "Stork" as a trade-mark for rubber nipples, the cause of the denial being that there is on file at the Patent Office a certificate of incorporation granted in the State of Maine in December, 1904, to a corporation entitled the Stork Company. The Court of Appeals points out that the case is governed by the decision in the case of the Asbestone Company vs. the Philip Carey Manufacturing Company and then goes on to say: "It is not important that the Stork Company is not engaged in the manufacture of rubber supplies. The purpose of incorporation seems, however, to have been the manufacture of waterproof goods. The corporate name of the Stork Company is protected by the express provisions of the Trade-mark Act. The Commissioner was right and his decision is affirmed."

A manufacturer does not lose his trade-mark rights because he changes the ingredients of his product on which the mark is used. This seems to be established by the decision of the Court of Appeals in the case of Royal Milling Company, Appellant, vs. J. F. Imbs Milling Company. The bone of contention was the word "Rex." The Royal Company attempted to register it and Imbs opposed on the ground that J. F. Imbs, senior member of the firm, has used this same word as a trade-mark on flour continuously since the year 1873. The Examiner of Interferences and the Commissioner of Patents on appeal both found for Imbs.

In presenting the case to the Court of Appeals the Royal Company pivoted its plea on the ingenious argument that Imbs has been using the trade-mark "Rex" fraudulently because the mark was originally used on flour made from soft wheat whereas it is now used in flour made from hard wheat. The Court of Appeals evidently looks upon this as a distinction without a difference that is material in trade. It has held that as long as Imbs always used "Rex" on good flour and on the same grade of flour, "the trade-mark is not to be vitiated by a change in the species of wheat used any more than it would be vitiated by an important change of process in the making of the flour." In conclusion it is found: "We agree with the Commissioner that no fraud has been shown and his decision is affirmed."

TRADE-MARK INTERLOPER SCORED BY COURT

A trade-mark user cannot, in order to establish his right to the mark he is using or for the purpose of worsting a rival who is employing the same mark, being a third party into the case. This is the purport of an important decision handed down by the Court of Appeals in the case of the Standard Brewing Company vs. the Interboro Brewing Company. This was an appeal from the final decision of the Patent Office sustaining the Interboro company's application for the cancellation of the Standard's registered trade-mark "Bismark" for beer. Judging from the language used in the opinion the controversy stirred the judges of the Court of Appeals as few cases have done in recent years and not the least significant feature of the proceeding is that the Patent Office is flatly reversed.

In its application for the cancellation of its competitor's trade-mark the Interboro company alleged that it has adopted for use and has used upon bottled beer in interstate commerce this same mark for which its rival has been granted registration, but as the Court of Appeals points out, it does not aver that its date of adoption antedates that of the appellant. However, the Interboro company for all that it did not claim priority of use on its own part sought to establish facts to the same end by asserting that the Massachusetts Breweries Company, a third party, has a right to

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Earle R. Mac Ausland

AS

Western Advertising Manager

OF

THE MODERN PRISCILLA

WITH OFFICES IN

Peoples Gas Building Chicago

116—A Year of Growth—116

DURING 1915 THE FOLLOWING

116 NEWSPAPERS

BEGAN USING THE NEWS REPORT OF

INTERNATIONAL NEWS SERVICE

Alliance, Ohio, Review,
Americus, Ga., South Georgia Progress,
Asbury Park, N. J., Press,
Atlantic City, N. J., Review.

Baltimore, Md., Evening Sun,
Baltimore, Md., Morning Sun,
Belleville, Ill., Advocate,
Bennington, Vt., Banner.
Boston, Mass., Advertiser,
Bridgeport, Conn., Herald,
Bridgeport, Conn., Standard,
Buffalo, N. Y., Polak W. Ameryce,
Buenos Aires, S. A., La Macion.

Cairo, Ill., Herald,
Chambersburg, Pa., Franklin Repository,
Champaign, Ill., News,
Charleston, W. Va., Post,
Chicago, Ill., Abendpost,
Chicago, Ill., Sonnstagspost,
Cincinnati, O., Commercial Tribune,
Cleveland, Ohio, Hlas Romanul,
Cleveland, Ohio, Szabadsag,
Columbus, Ga., Enquirer-Sun,
Columbus, Ga., Greater Columbus Bulletin,
Columbus, Ind., Morning Ledger,
Concordia, Kan., Blade,
Connersville, Ind., Examiner,
Corning, N. Y., Leader,
Coshocton, Ohio, Times-Age,
Covington, Va., Telegraph.

Manchester, Mass., L'Avenir National,
Marion, Ind., Chronicle,
Maryville, Mo., Democrat Forum,
Middletown, N. Y., Times-Press,
Milford, Mass., News.

Newark, N. J., Evening News,
New Brunswick, N. J., Home News,
New Brunswick, N. J., Times,
Newburyport, Mass., News,
Newcastle, Ind., Times,
New York, N. Y., Amerikai Magyar,
New York, N. Y., Giornale Italiano,
Northbend, Ore., Daily Tide.

Omaha, Neb., Daily Tribune,
Ossining, N. Y., Citizen.

Palatka, Fla., Democrat,
Philadelphia, Pa., German Daily Democrat,
Philadelphia, Pa., Inquirer,
Philadelphia, Pa., Jewish World,
Philadelphia, Pa., L'Opinione,
Philadelphia, Pa., North American,
Philadelphia, Pa., Press,
Philadelphia, Pa., Public Ledger,
Philadelphia, Pa., Record.
Pittsburg, Kan., Sun,
Providence, R. I., Tribune.

Rushville, Ind., Jacksonian.

Selma, Ala., Times.

116 Newspapers Added in 1915

Daytona, Fla., Journal,
Du Bois, Pa., Courier,
Dubuque, Ia., Catholic Tribune.

East Liverpool, Ohio, Review,
Elizabeth, N. J., Times,
Eureka, Cal., Times.

Fayetteville, N. C., Index.
Fort Worth, Tex., Star-Telegram,
Fredericksburg, Va., Evening Journal.

Geneva, N. Y., Advertiser-Gazette,
Gloucester, Mass., Times,
Greenville, Miss., Times.

Hagerstown, Md., Herald,
Hagerstown, Md., Mail,
Hartford, Ind., Times-Gazette,
Havana, Cuba, Cuba,
Havana, Cuba, Diario Espanol,
Havana, Cuba, La Lucha,
Havana, Cuba, La Prensa,
Hinton, W. Va., Daily News,
Hopewell, Va., Daily Press.

Ironton, Ohio, Register.

Jacksonville, Fla., Metropolis.

Kansas City, Kas., Gazette-Globe.

Laredo, Tex., Record,
Lebanon, Pa., Report,
London, Ont., Free Press,
Lynn, Mass., News,
Lynn, Mass., Telegram.

St. Louis, Mo., Globe-Democrat,
Salamanca, N. Y., Republican Press,
Salem, Mass., Evening Mail,
Salem, Mass., Kuryer-Bostonski,
San Francisco, Cal., L'Italia,
San Francisco, Cal., Pacific News Service,
San Francisco, Cal., Sporting Times,
Santa Cruz, Cal., Sentinel,
Santa Monica, Cal., Bay District Sun,
Scranton, Pa., Daily News,
Shamokin, Pa., Dispatch,
Springfield, Mass., Republican,
Steubenville, Ohio, Tribune.

Tonopah, Nev., Times,
Toledo, Ohio, Die Revue,
Tallahassee, Fla., Democrat,
Tarrytown, N. Y., Daily News,
Toronto, Ont., Telegram,
Tuscaloosa, Ala., News.

Vinita, Okla., Sun-Herald,
Vicksburg, Miss., Times-Democrat.

Warren, Ohio, Tribune,
Watsonville, Cal., Register,
Wichita, Kan., Examiner,
Wichita Falls, Tex., Tribune,
Wooster, Ohio, Republican,
Wilkes Barre, Pa., News.

Yonkers, N. Y., Herald.

Zanesville, Ohio, Signal.

INTERNATIONAL NEWS SERVICE, 238 William St., N. Y.

the trade-mark in dispute superior to that of the Standard company. The Patent Office tribunals, upon the showing made by Interboro as to the superior right of the third party to this mark, ruled in favor of the cancellation of the mark, and the case was appealed to the Court of Appeals.

In the opinion just handed down, the Court calls attention to the fact that Section 13 of the Trade-mark Act of 1905 authorizes any person who may deem himself injured by the registration of a trade-mark to apply to the Commissioner of Patents to cancel such registration. It then recalls that in the case of McIlhenny's Son vs. New Iberia Ex. of T. P. Co., this court ruled that the right of a party to file such a petition is dependent upon a showing of interest. In that case the petition had failed to claim that the trade-mark was used on goods of the same descriptive properties. In the case now decided this similarity of goods is claimed all right, but a third party has to be brought in because the firm that is seeking to bring about a cancellation of a trade-mark cannot claim that it was the first to adopt and use the mark.

In deciding the current case the Court of Appeals said: "The question presented therefore is whether the statute contemplates that a party who, upon his own showing, has no right to the use of a trade-mark, may, nevertheless, prosecute in the Patent Office an application for the cancellation of such trade-mark. We must answer this question in the negative. An application for the registration of a trade-mark must follow the procedure prescribed by law and the rules of the Patent Office. The Commissioner of Patents represents the public and where in due course an application has been granted and a trade-mark registered the Commissioner may assume that if any person has a superior right to the use of the mark he will invoke the provisions of Section 13 of the Trade-mark Act, to the end that the registration may be cancelled. We do not think the statute contemplates that a mere interloper may invoke its provisions.

"The statute was intended as a shield to the innocent rather than a foil to the guilty. The appellee on its own showing has no right whatever to the use of the trade-mark. How, then, can it be injured by its registration by the appellant? It is not concerned with the question whether the appellant's right to the mark is superior to that of the third party. If that party deems itself injured by the registration it may invoke the provisions of this statute, but certainly an interloper and wrongdoer has no standing to invoke it. Appellee's petition, therefore, should have been dismissed. The decision of the Patent Office is reversed."

Vast Scope of Tire Industry

It is estimated that there are over 80,000 dealers in the United States handling automobile tires, and that over 1,000 dealers are adding tires to their line each month. More and more each year automobile owners are using their cars the year through and this means a vast increase in tire sales, apart from the continued growth in the business as a result of ever-increasing sales of new automobiles. As an instance of the greater use of cars late into the fall or throughout the winter the United States Tire Company's largest sales last year were made in October, although July and August are usuallly the best months of the year.

G. B. Hendrick With Fisk Rubber Co.

George B. Hendrick, of Winthrop, Mass., has been appointed manager of the newly created publicity department of the Fisk Rubber Company, of Chicopee Falls, Mass. He has been successively advertising manager of the Boston *Traveler* and the Pittsburgh *Post* and *Sun*, and sales manager of A. Mugford Corporation, of Hartford, and of the George H. Ellis Company, of Boston. He goes to the Fisk Company from the latter concern.

The new department is distinct from the advertising department, the management of which is unchanged.

Caption Whets Curiosity

An unusual caption used on a recent trade-paper announcement of the Globe Knitting Works, of Grand Rapids, Mich., was, "Buy With Both Sides of Your Dollar," the idea being elucidated as follows:

"Have one side buy for you your profit, the other side buy for your customers full satisfaction."

A Philadelphia Church Advertises Itself into Prosperity

An Answer to the Question, "Should a Church Advertise?"

By George C. Shane

Of Shane Bros. & Wilson Company, Philadelphia ("King Midas" Flour)

Portion of an article in the January, 1916, number of *Ladies Home Journal*, reprinted through the courtesy of the Curtis Publishing Company.

THE Messiah Lutheran Church of Philadelphia, Pennsylvania, after forty-five years of ups and downs came to a point where they were doing so little that it was apparent they would have to do either something or nothing. They had seating capacity for 700, but their Sunday-evening attendance was from 13 to 25, occasionally a little higher.

They called a new minister, the Reverend Daniel E. Weigle, a young man not handicapped by precedents. His first year was not marked by great success, so he decided to advertise. He first changed the lighting system from 144 ordinary gas jets, burning the oxygen and putting people to sleep, to 72 mantle lights. Then he took those out and put in an indirect electric lighting system. He made the front of the church bright with a 25-foot electric sign, and at once three entrances were made inviting. He used window cards in stores of the neighborhood, and liberal newspaper space advertising Messiah Lutheran Church as "The Friendly Church." Theatre signboards were borrowed from time to time; baseball bulletin boards were secured free during the winter months; and a bill-posting company frequently donated its vacant boards. All these were covered with attractive posters.

SYSTEM IN CHURCH-BUILDING INCREASES CONGREGATION

Nor was the work confined to the immediate neighborhood of the church, but lists were made up of all those within walking distance, and these were circularized systematically. The minister employed a secretary, and part of her work was and is to telephone ten new families every day and invite them to the church, in addition to writing personal letters to all absentees. Every member of the church is expected to notify the pastor of all new prospects coming into the neighborhood, and these are followed up systematically week after week. Then he used the theatre programme as an advertising medium, and it proved one of the most productive channels. He is constantly checking up the value of the different methods used, principally by inquiry of strangers who attend services. This has been very helpful in cutting out unproductive methods and extending those that bring the people.

A few weeks ago Messiah Lutheran Church was filled to its capacity—700. Within a few blocks of this church is one of equal size, and it had only 30 in attendance; another in the immediate neighborhood has larger capacity and had only 50 in attendance. Neither of these churches advertises. In the budget of the Messiah Lutheran Church there is now a regular yearly appropriation for advertising.

In addition to the elders and the deacons a pastor's cabinet of five strong men is being formed. The work of this cabinet will be primarily promotion and conservation of church attendance. Under the leadership of each of these five cabinet officers there will be ten picked members, among whom will be apportioned all members and visitors for personal attention.

When Mr. Weigle began to advertise, his membership was 215; to-day it is 606. There were 180 contributing members; now he has 488. The Sunday-school had 175 enrolled; now, 510. The Wednesday-evening prayer meetings were attended by an average of 30; during the summer of 1915 the average was 200. Last Easter Sunday ninety-five per cent of the mem-

"Paragrafs"

is the name of our little monthly magazine about paper for advertising purposes. The issue for January 1916, which marks the beginning of the tenth consecutive year of publication, is devoted principally to

White Mountain Enamel

It tells why we recommend White Mountain as the best coated paper of very moderate price for specific catalog and booklet purposes. The issue is printed on White Mountain Enamel and therefore excellently illustrates our arguments.

Incidentally this number of "PARAGRAFS" contains some interesting information relative to ROYCROFT ANTIQUE Book Paper for catalogues and WORTHMORE BOND for business correspondence.

Every reader of Printers' Ink should also be a reader of "PARAGRAFS". A card addressed to our nearest division will add your name to our mailing list.

THE WHITAKER PAPER COMPANY
CINCINNATI, OHIO

Birmingham, Ala. Detroit, Mich. Atlanta, Ga.

Bay State Division
Boston, Mass.

Smith-Dixon Division
Baltimore, Md.

New York Office—Fifth Avenue Bldg. Chicago Office—Peoples Gas Bldg.

Announcing the Banner Year
of the

World's Greatest Printing Plant

of Catalogues and Magazines

Statistics of Manufactured Product
FOR THE YEAR 1915

14,565,000 Magazines
12,485,000 Periodicals
10,550,000 Catalogues
15,740,000 Supplementary Catalogues

requiring 47,965,000 pounds of white paper, 680,000 pounds of printing ink, averaging a daily output of 162,150 pounds of Catalogues and Magazines

W. F. Hall Printing Co.
CHICAGO

bership partook of communion.

Many downtown churches are giving up, not because there are no people left but the kind they want have moved away. The zest for society is often greater than the zeal for souls. Cedar Rapids, Iowa, has a church downtown that not only reaches the people in the neighborhood but draws them from all the residential districts and from the suburbs, and brings them down past the uptown churches.

The First Christian Church of Cedar Rapids was established 25 years ago. The town moved up, but in 1913 the new church was dedicated in the old neighborhood; they planned to have something that would justify advertising, and then to tell the people. They went into the new church with 250 members and 160 in the Sunday-school. The attendance in two years has almost doubled and the Sunday-school during the summer averaged 500. The church has been made atractive and every feature of it is well advertised. No one who attends the church once is ever lost track of until he is found to be in regular attendance at some church.

HAS SOMETHING TO ADVERTISE

Something is going on among the Sunday-school classes practically every day, either a social entertainment or a class meeting. The church has an office which is open every day. The Sunday-school is in charge of an ex-business man with special training, who made a great success of a Sunday-school elsewhere. He is paid a salary and gives his entire time to the work. This man, Mr. Abbott Book, is head of the Sunday-school. He is what is called "a live wire"; his business training makes him intensely practical and he aims to inspire the love and confidence more than the awe of the boys. He has charge of a great deal of the advertising along various lines, and is successful in making his copy real news of the nature that is gladly accepted by local papers and published as news —and gratis.

A Church Bulletin and a typewritten sheet called the "Tellit" are issued weekly. These are used as Sunday-school boosters and have proved a fine success. In addition to this a great many cards are used, and many of the classes send out announcement cards for special occasions—particularly interesting lessons and special days.

Teachers also mail a large number of postals for absent ones and also for new members. Posters are frequently used in front of the church; the people are kept closely posted on all that is going on.

The pastor, the Reverend Walter M. White, teaches the Baraca Class of young men and does a great deal of calling and has regular office hours. In addition to this he does work outside of the city, through the State. His parsonage is directly in the rear of the church, on another avenue, the ground extending through the block. He has made a great point of training business men in church work; he makes them see that there is work that laymen can do better than the preacher, and a number of them do not now regard their church as incidental, but as a regular part of their daily programme.

Mr. Frederick H. Shaver, one of the business men who give a great deal of time regularly to the advertising and follow-up plans of the church, attributes its brisk growth to these methods, and the clean-cut Bible teaching that is given in the Sunday-school classes. He does not hesitate to say that the Bible School is really the greatest booster the church ever had.

The church is never closed; Mr. Book is on the ground every day at regular hours. The church is supporting a missionary in China, and one of the members supports a missionary in Africa.

That the churches can be filled by advertising was demonstrated by the Camden, New Jersey, *Courier*. This paper initiated a "Go to Church" movement and carried it through to success. It not only filled practically every one of the 80 Protestant churches in a city of 102,000 inhabitants, but churches in many towns within

quite a wide radius in the State were greatly stimulated. A committee visited the churches to check up the results and found the churches, with very few exceptions, filled to the doors. The failure of some of the pastors and congregations to follow up the work resulted in no apparent lasting results, but there was a permanent increase in attendance at most of the churches and many new members were added.

The financial burdens of most religious institutions are a result of lack of definite information. Debt and publicity do not often live in the same church.

A COMMERCIAL PARALLEL

A few years ago there were a number of concerns manufacturing an article that is used very generally in this country: One in Chicago shipping to New York territory and some in New York shipping to Chicago—separate brands, separate advertising, separate selling forces and unnecessary waste in competition. They got together, cut out the overlaps, and each cultivated more intensely its own territory. Part of the money saved was put into national advertising. While each plant maintained its own trade-mark, they all added the national trade-mark to their packages and each helped every other branch. So each church should promote its own brand of religion in its neighborhood, and the "Universal Trade-Mark" should be advertised nationally.

Prayer and publicity are the greatest two powers in the world.

The churches have a tremendous responsibility. They must attract and interest the people. It is not possible to reach all by personal work alone, as has been found by years of effort. Although we recognize the importance of personal work, we must also realize the necessity of supporting it with publicity. Publicity is as necessary as personal representation in marketing goods. Advertising without personal representation would not create demand; the two must be worked together, and the church must recognize the fact that personal work and publicity must go hand in hand.

We must advertise not only in a way that people can see if they are interested, but in a way that they must see whether they are interested or not; and, seeing repeatedly, they will become interested; and, being interested, their confidence may be inspired.

A woman who is interested in foreign missions sent me twenty dollars with instructions to spend it in the best way I knew how for foreign missions. I spent it on one advertisement in a denominational church paper, asking for contributions of enough money to buy enough space to advertise long enough to get money enough to send out six missionaries for a year. This twenty dollars brought just thirty-three dollars more than enough to carry the campaign through to completion, and as a result of this campaign the six missionaries now have their passage and year's budget provided.

The United Presbyterian Church has a splendid school in Gujranwala, India. It was built for 250 students, but they were accommodating 1,000. The government condemned the building and threatened to take the school off the recognized list, and it would therefore have lost its standing. A missionary, coming to America on his furlough, was given the responsibility of raising the $12,000 for a new building. After speaking at a number of churches and getting very little more than enough to pay his own traveling expenses, he wrote to me, telling of his difficulties, and asking for suggestions.

I replied that his problem was not to raise $12,000, but to raise $500 to tell the people of the denomination the needs of the school. He picked out one man in the town he was then visiting. put the proposition up to him and received his check for $500, with instructions to go ahead with the advertising. As a result of this expenditure of $500 there was raised $29,300 by direct contribution in answer to the advertise-

ART work which has real selling power can be turned out only by artists who are advertising men as well. The work calls for highly specialized skill and experience in giving additional expression to the idea in the copy.

The campaigns of our clients are given as much thought in our Art Department as in our Plan and Copy Departments. That is why we find it necessary to operate the largest Art Department maintained by any advertising agency in the West. Here plan, copy and design grow to completeness as a harmonious whole, giving fullest expression to the advertiser's message.

If you feel that you need new strength, new selling power in your advertising designs, we shall be glad to study your problem.

KLAU-VAN PIETERSOM-DUNLAP, INC.
ADVERTISING IN ITS ENTIRETY
MILWAUKEE WISCONSIN

Announcement Extraordinary!

THE NEWEST MEDIUM

Covering the HEART OF NEW ENGLAND, embracing the states of New York, Connecticut, Rhode Island and Massachusetts.

New York New Haven and Hartford Railroad

Gives unparalleled co-operation to Agents and Clients.

Reaching over 800 cities and towns, via

New York, New Haven & Hartford R. R. and Central New England Lines Car and Poster Advertising

A tremendous circulation, carrying the greatest number of passengers of any Railroad.

Recognized Advertising Agents Protected.

A small part of your client's **advertising appropriation** will concentrate here to a rich and densely populated territory of Wealth and Virility and show big returns for a modest investment.

Only advertising articles of **known merit** and **dependable character** accepted.

SCHEDULES ARE NOW BEING ARRANGED

Cars operated in the Suburban Zones out of New York, Boston and Providence, etc., displaying standard size car cards 11 x 21", 11 x 42", 22 x 21" and 16 x 48" over the doors,
also
One-sheet and three-sheet posters artistically displayed outside **facing track** on over 800 stations in New York, Connecticut, Rhode Island and Massachusetts,
and
Painted Railroad Bulletin Boards at choice selected locations.

The N. Y., N. H. & H. Railroad and the Central New England Lines tap the richest and most populous sections throughout all of Southern New England.

This Car and Poster Advertising, coupled with the Erie Railroad Car and Poster Advertising, costs less and covers territory better than any other advertising medium under the sun!

For RATES and FULL PARTICULARS address

GEO. W. ROEBLING
50 Church St., New York
Telephone 8480 Cortland

ALL ABOARD!!!

ments and by an appropriation which the government of India had agreed to make if the school were rebuilt.

Following is an extract from a letter received from the Reverend Walter Sackett, a Methodist minister of Tottenham, England, a short time ago:

"You kindly wrote me, on December 28, 1914, on the subject of successful publicity of missionary needs in your church and country. The letter was most serviceable and has gone far to convince a band of well-to-do laymen in our church of the value of advertisement, wisely used, in advancing the Master's work abroad at the Home Base.

"We have just come through the great annual meetings which close one year's advocacy of missions and open another year.

"At the end of the year and for eight or ten crucial weeks your method was employed. The denominational journals, three of them, had on the front page a forceful advertisement, changing week to week, of the precise needs of the Missionary Society. The result is that money has rolled in. Hundreds of letters containing amounts large and small have reached the Mission House, and when accounts closed not only had a largely increased expenditure been fully met, about $10,000 increase alone, but $2,500 more than the year's expenditure, toward an old deficit. And all this in the time of war.

"The advertisement money was subscribed apart from missionary funds by a few friends, and they are so convinced of the power of the new auxiliary in our hands that they will continue to subscribe throughout 1915 for this specific purpose."

People can get away from the church, and the great majority of them do, but they don't get away from the daily papers, the weekly and the monthly magazines. Full pages of display type with Christ's messages may soon be spread on the table of nearly every home in the civilized world.

America may lead this enterprise; our business men may see that the modest, timid methods

formerly employed by the church give place to the bold, confident tones of the modern advertising ideas. Business men who know the power of advertising are becoming ashamed of seeing the things that are good for their souls advertised in timid type in small space (often begged), while things that are good (or bad) for the body are displayed in bold type and confident tones in large paid space.

Novel Edition of Louisville "Courier-Journal"

Employees of the composing-room of the Louisville *Courier-Journal* and *Times* published "on their own hook," without assistance from other departments, a "Marse Henry" edition of the *Courier-Journal* recently, celebrating the fiftieth wedding anniversary of Mr. and Mrs. Henry Watterson. The paper was published in miniature form, four pages being made up, and the contents consisting chiefly of reminiscences concerning the famous editor. The "editorial flagstaff" carried the following line: "Published every 50 years." Some of the editorials indicated that members of the composing-room had studied the Wattersonian style so closely that they were able to render a passable imitation without difficulty.

Advertises to Architects in Fable Form

The Dayton Pump & Mfg. Company, Dayton, O., is going to the architects with a "house organ" published in its page space in the journals reaching that class. The organ is styled "Pump Talk," and a feature is the use of the "modern fable" style in developing the troubles incident to poor water systems, which is considered a rather radical departure from convention, in view of the "dignity" which advertisers often insist on getting in their advertisements to architects. In the lower right-hand quarter of the page the company publishes a regular display advertisement of one of its products.

Manufacturer's Salesmen Discuss Advertising

The Phillips & Buttorff Manufacturing Company, of Nashville, Tenn., held its annual salesmen's meeting recently, and adopted the interesting plan of putting up to the "boys on the road" the question of whether or not the company should advertise. It makes hardware and stoves, and the advertising question was discussed with reference to a particular line of stoves and ranges, the topic being announced as follows: "Should We Advertise the Line?" "What Kind of Advertising?" and "How Much Advertising?"

Plain Statements From Worcester

THE Worcester Evening Gazette has the largest circulation of any Worcester newspaper—morning or evening.

THE Gazette's circulation (largely home delivered) is the LARGEST of any daily in all New England—morning or evening—except Boston and one Providence newspaper.

THE growth of The Gazette has been steady, vigorous and sound.

Ask the A. B. C.

IN 1915 The Gazette published over 700,000 lines more display advertising than any other Worcester daily.

THE Largest Circulation—the Lowest Rate—the Greatest Result Producer.

For *Every* Good Reason In Worcester It's

THE GAZETTE

JULIUS MATHEWS, Representative
BOSTON — NEW YORK — CHICAGO

NEW ENGLAND

"The Workshop of America"

40%

of the manufacturing establishments employing

500

hands or more are in New England

Back of the workshop of America—back of its great achievements in industry and commerce, back of all that New England has done in business development, is the great foundation of thrift, measured by more than three and a half million depositors and their more than one and a half billion dollars of savings.

Seek a market-place for your goods where there is the price when a desire is created. New England has the price, no matter what may be the value of the goods. Make a

TRIAL CAMPAIGN
IN
NEW ENGLAND
HOME DAILY NEWSPAPERS

These daily newspapers will reach all or nearly all your possible purchasers. These daily newspapers will reach these purchasers quickly and at a low cost for each dollar of business given by you. If all New England is too big, make your trial campaign in these twelve.

MANCHESTER, N. H., Union and Leader
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS. Standard and Mercury
Daily Circulation 20,949 net paid.
Population 109,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE
Daily Circulation 30,000.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

Advertising to Restrain Injudicious Boosting

Cypress Association Finds that Some Dealers Are so Strongly Sold by Its Campaign that They Urge Cypress for Ill-Adapted Uses—Its Trade-Journal Advertisement

MANY manufacturers of popular advertised products may have had the experience of seeing dealers recommend the goods for purposes for which they were not suited, either because of enthusiasm for the goods or because they were the easiest thing in stock to sell.

Such a course is certainly not calculated to do the product any good, for the obvious reason that the consumer in all probability will not experience a satisfactory result. Having been told by the merchant that he had been given the specialty manufactured for the purpose, and having been familiarized with the supposed high quality and general desirability of this product through the advertising, his own personal experience will thereafter prevent him from giving the goods another trial under more favorable auspices.

This suggests to what an extent the consumer good will of a brand is in the hands of the dealer, especially if it is of a character requiring use under special conditions. Paints and finishes generally would come under that head, for if the wrong paint is used on a job, the results will be poor, irrespective of the general quality of the paint. Likewise, a fine, light tool used for heavy work, where a more substantial tool should have been specified, would not stand up nor give the service demanded. And this is true all along the line.

The Southern Cypress Manufacturers' Association, of New Orleans, which has been leading the way in lumber advertising for a good many years, now, evidently, has had the experience of seeing cypress used for purposes where it is not only not best, but is far from the best. Cypress is

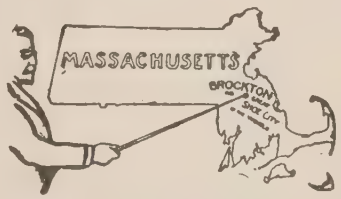
PORTLAND
HAS
THE PRICE!

Yes, Portland, Maine, is well-to-do. The bank deposits show this; the appearance of the people denote it, and the homes of its residents prove it.

Such a city as Portland is ideal for trial campaigns. It is the jobbing center of Maine; the Society center; the financial center and from it radiate the activities of the state.

The EVENING EXPRESS is the only afternoon paper in Portland. It is a clean, high-grade newspaper of 21,981 net circulation. A welcome visitor each afternoon to nearly every home in Portland and the suburbs. Advertisers find it by far the best advertising medium in Portland. Largest circulation of any Maine daily.

JULIUS MATHEWS, Representative



IS THERE ANY BETTER PLACE?

Is there any place so good for general advertisers to spend their money as in a city where there are many thousands of intelligent, skilled workmen, and where there are many churches, schools, theatres—and no saloons? Where the great mass of the people live well, dress well, spend liberally and read the newspapers omnivorously? All this applies to the **Great Shoe City of the World—**

Brockton, Massachusetts

A city of over 60,000 inhabitants where business goes right along the year around. The best two-cent **evening** paper, the Brockton

Enterprise

now in its thirty-fifth year, is printing over fourteen thousand copies daily. It is the HOME paper of Brockton and influences a large amount of trade. Its commercial rate of thirty-five cents an inch, for any amount of space for any length of time, enables strangers to do business on equal terms with all others, and does away with dickering over rates. Think it over.

recommended as a splendid outside finish, and it is making good when used for that work. But some of the people who have been reading up on cypress—with the aid of members of the "pocket library," published by the association—and some of the dealers handling cypress have been conspiring to have it do work that should have been performed by pine or poplar or gum, or maple or oak or beech. And the results have not been such as to reflect credit on cypress.

"DON'TS" FOR DEALERS

This explains the excellent policy of work of a recent double-page advertisement published in the lumber-trade papers for the purpose of putting the dealers right on the way to sell cypress. "Don't Advocate Cypress," the ad announced in bold black letters, "unless cypress is either the very best species of lumber for the particular use, or at least as good as any other wood for just that purpose.

"Don't try to sell your customers cypress, the wood eternal, for inside flooring (for instance).

"Don't recommend cypress for mahogany furniture—it doesn't look like mahogany.

"Don't endeavor to sell a bill of cypress for tooth-picks—hickory is better.

"Don't try to sell cypress for armor plate (even though it is the greatest coffin-wood known).

"In short, don't injure your own business—or diminish the wonderful public faith throughout the country in cypress—and in its manufacturers, by selling it where it doesn't belong! Don't sell or recommend cypress for any use for which some other kind of lumber would be better for the consumer!

"The best salesmanship is facts. The best argument is the truth.

"Don't let your enthusiasm over the state of the cypress market—the ease of selling cypress—the public favor enjoyed by cypress—tempt you into 'hurry-up' selling methods! *Keep your head.* The fact that cypress is forever the one best bet in Lumberdom is not a valid commercial reason why you should mislead your customers into buying cypress for uses which some other kind of lumber might better serve. You must remember that the lumber-consuming public has a strong cypress bias. They may need your guidance. We don't wish to sell a foot of cypress to anybody who would be better served—for a specific purpose—by some other wood.

"But you can bet we *do* want to sell cypress, the wood eternal, to every last man, woman, child or executor who ought to use cypress for his (or her) own sake. We only wish that all other species of lumber always did as well as cypress does—whether general business conditions are good or ill—because, if all other kinds of lumber enjoyed a corresponding public favor, cypress would always do even better."

BROAD SCOPE OF DEALER HELPS

While emphasizing the necessity of "prescribing" cypress only where this wood would serve the purpose best, the association, of course, has been clever enough to make the ad as a whole a strong boost for cypress—and that is the effect that it has had with the dealers.

The semi-satirical tone used in parts of the ad made the dealers smile, but at the same time they appreciated the seriousness of the points made, and while being told not to sell cypress where it shouldn't be used, they succeeded at the same time in generating a little more enthusiasm to sell it where it would do the work.

The cypress association is putting a lot of pressure right now on its dealer work, and has built up a series of "dealer helps" that are proving popular. One of the most progressive features is a line of general ads for the retail lumber yard, advertising all of the products carried, as well as cypress. Electrotypes of these ads are furnished free to the retailers. In this connection the

(*Continued on page 129*)

IN 1915

THE SYRACUSE HERALD

Broke all advertising records, printing more paid advertising of every kind than during any previous year in its history and LEADING all other SYRACUSE NEWSPAPERS in

Local and Classified Advertising

(Six days a week as well as seven)

	1915	1914	1915 Gain
Local	4,872,413 lines	4,541,166 lines	331,247 lines
Foreign ..	773,465 lines	641,634 lines	131,831 lines
Automobile	366,485 lines	284,396 lines	82,089 lines
Classified	237,996 ads	217,047 ads	20,949 ads

In Local Display Advertising (exclusive of Sunday) The Herald led the second paper by 206,843 lines and the third by 222,705 lines.

In Department Store Advertising (exclusive of Sunday) The Herald led the second paper by 439,173 lines and the third by 486,339 lines.

In Automobile Advertising The Herald led the second paper by 61,516 lines and the third by 309,148 lines.

In Classified Advertising (exclusive of Sunday) The Herald led the second paper by 35,454 ads and the third by 80,148 ads.

Including Sunday—The Herald carried from 25 to 75 per cent more Local, Department Store and Classified Advertising than any other Syracuse newspaper.

Delivered-into-the-home-by-carrier-boy circulation delivers best results for Herald advertisers

THE SYRACUSE HERALD

The largest delivered-into-the-home-by-carrier-boy circulation (week-day or Sunday) in Central New York

Syracuse, N. Y., January 1st, 1916

The Baltimor

4-YEAR INCREASE IN
NET PAID CIRCULATION

Daily

DEC.	
1911	112,622
1912	121,037
1913	128,870
1914	135,294
1915	153,053

4-YEAR INCREASE IN
NET PAID CIRCULATION

Sunday

DEC.	
1911	68,425
1912	74,850
1913	81,289
1914	83,128
1915	91,386

THE

Tota

John B. W

CHICAG

Sun in 1915

[All Issues—Daily and Sunday]

ained 1,517,512
ines of Advertising

ny Baltimore Paper (All Issues)
hwing Gain Over Both 1914 *and* 1913

ALY AND SUNDAY) CARRIES A GREATER VOLUME OF
TSING THAN THE COMBINED ISSUES OF ANY
OTHER BALTIMORE PAPER

age (D. & S.), 1915, 12,008,276

un's Gain Over 1913, 1,758,209 Lines
un's Gain Over 1914, 1,517,512 Lines

The Only Baltimore Paper That Continues to Publish Daily Its Comparative Net Paid Circulation Figures.

Eastern Representatives

NEW YORK, Times Building
W. S. Bird E. N. Bayne H. M. Kyle

Western Representatives

Cborn, Tribune Bldg. DETROIT, H. K. Clark, Ford Bldg.
T. LOUIS, C. A. Cour, Globe-Democrat Bldg.

XRAS NOT INCLUDED IN CIRCULATION

Printers' Ink Will SUBLET Its Present Offices

GROWTH of business with its incumbent growth of organization has necessitated the growth of PRINTERS' INK'S headquarters.

¶ This coming at an early part of an advantageous lease, leaves the present PRINTERS' INK offices open for subletting. A floor and a half, aggregating 3200 sq. feet, very light, next door to the Wolcott Hotel, a few doors from Fifth Avenue, two blocks from the Waldorf-Astoria, a few minutes from Subway, main trolley lines, Jersey Tubes, Pennsylvania Station, Grand Central—available February 1st.

¶ The space is particularly desirable for a publisher, advertising agency or commercial artist.

¶ It is divided into thirteen offices (22 large windows) and a large open room of 676 sq. feet with a studio skylight.

¶ PRINTERS' INK will sublet at unusually attractive rental to desirable tenants, for one, two or three years, and will divide space, if necessary.

¶ For more particulars apply to

S. W. REARDON, care of Printers' Ink
12 West 31st Street, New York

Telephone 1030 Madison Square

association makes a point which might be scored by other advertisers furnishing electrotypes. "There's no obligation except to *use.*"

The work with the dealer is being handled through the "Retail Market Development Department," and the retailers are being coached in the work of co-operating with the association to get the benefit of the national advertising which has been running for several years and is still on. The fact that its educational work with the public, backed up by informational literature and house-plans, has really resulted in many people deciding to build with cypress, is being emphasized, the association using the graphic illustration that an average of a free house-plan a minute is being maintained.

"Who sells all that cypress?" the dealer who is not carrying the wood is asked.

The lumber business right now is recovering from a spell of "hard times" which began with the opening of the war, though business had not been good for some time before that. It is a noticeable fact that during this period of general depression cypress prices have been better maintained, according to authorities in the lumber business, than those on any other wood, particularly any other wood handled through the retail yards.

Niblette Leaves B. F. Goodrich Company

H. B. Niblette has resigned as general manager of the Buffalo, N. Y., branch of the B. F. Goodrich Company, after a service with the company of 17 years. Definite announcement of his plans for the future has not been made.

Richardson and Herbert to Represent "Pacific Rural Press"

The *Pacific Rural Press,* San Francisco, will be represented in the future by George W. Herbert, Inc., of Chicago, and Wallace C. Richardson, Inc., of New York.

Chas. Scribner, Jr., Succeeds J. R. Mix

Chas. Scribner, Jr., has become general manager of *Scribner's Magazine,* to succeed J. Rowland Mix.

Los Angeles Club Forms Departmentals

New by-laws have been adopted by the Los Angeles Advertising Club, prepared after a study of the model constitution suggested by the A. A. C. of W., which provide for the departmentizing of the various branches of advertising and the establishment of study departments under the different heads.

Officers have been elected as follows for the new year.

Harold Janss, of the Janss Investment Company, president; C. E. Bireley, of Bireley & Elson Printing Company, first vice-president; H. W. L. Gardner, vice-president, Curtis Newhall Advertising Company, second vice-president; Jas. G. Spreher, of Sprecher Programme Company, third vice-president; C. M. C. Raymond, secretary-treasurer; directors, J. Harry Pieper, retiring president, Robt. B. Armstrong, A. A. Butterworth, E. K. Hoak, E. G. Judah and W. R. Morehouse.

Briscoe Advertising in 1916

The advertising account of the Briscoe Motor Company has been secured by Carl S. von Poettgen, Detroit. Advertising plans for 1916, Mr. von Poettgen tells PRINTERS' INK, contemplate on investment of $150,000 in magazines and farm papers and $100,000 in newspaper space, besides trade-paper advertising.

A farm-paper campaign will be started late in February and in March the regular selling campaign will begin.

Carey Printing Company Buys Dittman Company

The Carey Printing Company, Inc., has purchased the Dittman Color Printing Company, Inc. Both are located in New York. The Dittman company will continue to operate under its old name, but will move to the Hill building, where the Carey company is located.

Farm Papers Unite

The *Agricultural Age* and the Pacific Northwest Trio, comprising the *Washington Farmer, Oregon Farmer* and *Idaho Farmer,* have consolidated with principal offices in Spokane, Washington.

G. G. Young Transferred to Los Angeles

G. G. Young, business manager of the Chicago *Examiner,* has been appointed to a similar position on the Los Angeles *Examiner.*

"Modern Priscilla" Appoints Western Manager

Earle R. MacAusland has been appointed Western Advertising manager of *Modern Priscilla,* Boston, with headquarters in Chicago.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $75; half page, $37.50; quarter page, $18.75; one inch, $5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, JANUARY 6, 1916.

Misleading Figures on the Stevens Bill

The firm of R. H. Macy & Co. which in common with other members of the National Retail Dry Goods Association has been "sounding out" manufacturers as to their attitude on the Stevens Bill, announces that out of 1,252 replies received up to December 20, 79 were in favor of the Stevens Bill, 1,031 were opposed to it, and 142 were non-committal. On the face of things, such a return looks ominous for a Bill which is popularly supposed to have the backing of manufacturers. The magic of the figures is somewhat dispelled, however, upon closer examination.

Indeed it would have been quite possible, by a little judicious selecting, for the department store to produce a list of manufacturers who were unanimously opposed to the Bill. We think that R. H. Macy & Co. is entitled to a good deal of credit for producing so many as 79 who are in favor of it, and 142 in the "non-committal" class. The trouble with all this sort of evidence is that it does not go to the heart of the question at all. The manufacturer of unbranded merchandise, or of distinctly "style" goods, or the manufacturer of trade-marked products who does not happen to want to maintain the resale price on his own goods, will be pretty certain to say that he is "opposed" to the Bill. What he really means to say is that he is "indifferent"—that the Bill will not affect him one way or the other. His real opinion of price-maintenance is that he isn't interested, but he has been asked to express an opinion on one side or the other of a specific question. So he plumps into the "opposed" column.

Again, it is quite evident that many, if not most, of the manufacturers questioned do not understand that the Bill is permissive and not mandatory. It merely gives the manufacturer a certain right which he may exercise or not as he sees fit. The opponents of the Bill, naturally, do not emphasize that feature of it, and many concerns jump at the conclusion that, being a Bill, it must propose compulsion upon somebody. "Let the Government tell me how to run my business? Never. I'm opposed."

In brief, the figures presented by Macy—and the same thing must be true of the figures supplied by the other department stores in the same campaign—must be read with a careful eye to their true significance, and a careful study of the original letters upon which they are based will be necessary for that. As mere statistics they mean nothing, and acceptance of them would be positively misleading.

An Industry Based on Co-operation

The business man of the old school who insists upon regarding his competitor as an hereditary enemy, and who sneers at the modern idea of co-operation for the good of the industry as a whole should read the address by Charles Clifton, treasurer of the Pierce Arrow Motor Car Company, re

cently delivered before the Detroit Board of Commerce. Mr. Clifton is president of the National Automobile Chamber of Commerce, and is thoroughly qualified to speak with authority as to the importance of the co-operative spirit in the progress of the industry.

"If, as the basis of any co-operative endeavor," said Mr. Clifton, "you have mutual helpfulness, mutual frankness, honesty, truthfulness; if you have a determination to look at things in the modern way, not that your competitor is to be crushed; not that your competitor can be put out of business; not that illicit and dishonest ways are the ways to do business; but, in a spirit of helpfulness—you will make great progress. Your competitor is a better man if you help him, and it is better for your concern that your competitor should be honest and just in his dealings. It is better for your concern and better for the whole industry."

The growth of the automobile industry has been phenomenal and sensational. Over and over again shrewd financial observers have predicted that it "wouldn't last," but it has lasted, and there are no present signs of downfall. According to Mr. Clifton, that growth has been largely due to the efforts of individual manufacturers in co-operation for the good of the industry, beginning in the early days when they were forced to band together in opposition to certain interests which attempted to secure control of the basic Selden patent. Having tasted the fruits of co-operation, the automobile manufacturers were unwilling to abandon the principle, and the industry has grown up as a striking example of what may be accomplished through its general application.

Nowhere is the value of the co-operative spirit more apparent than in connection with automobile advertising. The automobile industry is often said to have been "built on advertising"—and with good reason. From the very start it has been obliged to rely for next year's working capital, to a large extent, upon the results of this year's sales. It has been absolutely necessary to keep up the volume of business in order to secure the capital needed for future operations. It is only very recently that automobile securities have been regarded as desirable investments, and the capitalization of automobile concerns is astonishingly small as compared with the volume of business. Advertising, then, was a positive essential in order to maintain a large enough volume to keep the industry afloat.

It is not hard to imagine what would have happened if a cut-throat policy had been adopted, and each manufacturer had started with the determination of "putting something over" on his competitor. Public confidence in the automobile would have been undermined before it had a chance to take root. Instead of the salutary policy of cash on delivery and a deposit with the order, it is highly probable that the industry would have been crippled in its babyhood with a system of selling on instalments. The advertising, instead of continuously representing the automobile as a thoroughly dependable mechanism, irrespective of make, would have rapidly degenerated into a series of competitive arguments, and, instead of a recommendation for the automobile, would have served as a caution against trusting anybody's claims. That any considerable volume of sales could be quickly secured under such conditions may be doubted.

On the contrary, to quote the words of Mr. Clifton: "We came to respect each other, and we came to respect each other's business." In all the vast amount of automobile advertising, copy which "knocks" competitors is extremely rare. Practically every concern is engaged in recommending the automobile as a useful and thoroughly trustworthy possession. The cash-on-delivery policy has been maintained by the combined good sense of the majority who saw the dangers in any other system while the industry was still young. The willingness to meet

and talk things over frankly, and then to act for the best interests of all concerned, has undoubtedly been of vast importance in the development of the industry—perhaps the most important single factor of all.

A Clearer View of the Southern Market

It is becoming apparent that the manufacturers who neglected the Southern markets this past year on the ground that "the South was broke" have been missing a trick or two well worth the taking. In PRINTERS' INK for November 25 we quoted such representative Southern business men as Asa G. Candler and Ernest Woodruff as to the effects of a year of conservation on the prosperity of the South. Now comes a letter from T. M. Darlington, of *The Southland Farmer*, Houston, Texas, which indicates that a good deal of the talk about Southern conditions was founded upon a misapprehension arising from a careless use of terms.

A year or so ago the troubles of the "poor Southern farmer" were being aired by public officials and in the columns of the daily newspapers, and every week or so a new scheme of relief was proposed, like the "buy a bale of cotton" movement and the proposal of the Secretary of the Treasury to deposit Government funds in Southern banks. Such a propaganda, according to Mr. Darlington, did the South more harm than good, and served utterly to mislead Northern business men as to actual conditions. Those who spoke with such commiseration of the Southern farmer who had pledged his cotton against his purchases at the village store and was caught in a declining market without either cotton or credit, failed to explain that they specifically meant the *tenant farmer*. From 60 to 65 per cent of the farmers in the South, Mr. Darlington says, are owners of their farms, and the majority of them were quite able to hold their cotton several months if necessary.

"When cotton was down to seven cents, in 1914," he says, "I arranged for six per cent money to be loaned on cotton properly warehoused, and spent five days in Crockett, county seat of Houston County, Texas, talking to farmers as they came to the gin with their loads of cotton, and in every instance where a farm owner was interviewed, it was his intention to secure his bale and take it back home with him and store it on his farm.

"There was absolutely no demand for outside money in Houston County, and we did not make a single loan, notwithstanding the fact that our arrangements for insurance and warehousing were cheaper than the local Farmer's Union warehouse was charging."

Evidently the Southern market was not quite so demoralized as many people imagined, and the manufacturer who withdrew his Southern sales force or curtailed his Southern advertising on account of the "poor farmer" talk was reckoning without his host. It is simply another illustration of the folly of acting without adequate knowledge of the actual facts in the case, and the danger in using terms which do not convey the precise meaning which is intended.

G. W. Coleman's New Book

George W. Coleman, for two years president of the A. A. C. of W., who recently withdrew from advertising work, has just published a book through Little, Brown & Co., of Boston, entitled "Democracy in the Making." The book is a symposium of articles describing Ford Hall and the Open Forum movement, with which Mr. Coleman has had so much to do for several years. One of the contributors is George B. Gallup, the well-known New England advertising man.

Sales Service Company Has Railway Motor Account

The advertising account of the Northwestern Motor Company, Eau Claire, Wis., manufacturer of railway motor cars has been placed with the Sales Service Company, Chicago.

M. A. Graham Joins Detroiter Company

M. A. Graham has been appointed assistant advertising manager of the Detroiter Motor Car Company, of Detroit.

HARPER'S MAGAZINE

In the Printers' Ink summary of advertising carried by the December magazines of standard form, Harper's Magazine has risen from tenth place in 1912 to first place in 1915.

Complete results of all investigations as to the quality and quantity of the Harper circulation have been freely distributed by us and will, upon request, be sent to anyone interested.

From every standpoint these investigations are absolutely impartial.

HARPER & BROTHERS

Franklin Square New York

Circulation books open to all

Reader Confidence
and
Purchasing Power

the two most essential factors in successful advertising, are strongly represented in the circulation of

PHYSICAL CULTURE

In every home that PHYSICAL CULTURE reaches, you will find it a powerful influence in the lives of the inhabitants. They read other magazines—yes—but not in the same way. The appeal is totally different.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

Editing for Bigger Profits During 1916

A newspaper and magazine editor of broad, unique experience (both sides the Atlantic), practical circulation and advertising builder, wants to connect with publisher whose product isn't going strong enough. Trade or class journal, house-organ, promotion paper—anything to build business on.

After fifteen years of success for myself and big money for others, I now want to *share* my abilities. Payment on basis of increased sales and advertising revenue. Address "HUMAN PROPOSITION," Box 385, PRINTERS' INK.

Other Manufacturers Distribute Heatherbloom Book

A. G. Hyde & Sons Persuade the Cutting-up Trade to Send Out Part of an Edition of a Dealer Help by Showing that Heatherbloom Creates Market for Petticoats

TO distribute dealer helps so that they will come unerringly to the hands of those most interested and avoid the hazards that beset materials entrusted to the mails is always a problem. But for a manufacturer to enlist the aid of other manufacturers to get such effective distribution for his own dealer helps might seem to be an out-and-out paradox.

Yet this latter method was used successfully by A. G. Hyde & Sons, of New York, makers of Heatherbloom Taffeta and other materials under the Hydegrade trade-mark, in distributing a considerable part of a recent edition of dealer ad helps for Heatherbloom Petticoats.

Now, while this company advertises petticoats, it does not make petticoats. It makes fabrics which are sold to petticoat manufacturers, or cutters-up. Its advertising must therefore act, not only to educate the skirted half of the public to wear petticoats as the styles demand, but also to make it worth the while of the cutters-up to manufacture petticoats under the Hyde trade-mark labels.

When the company, to supplement an extensive national campaign for Heatherbloom Petticoats, published its dealer ad help book this fall, it faced the above-mentioned problem of getting the most effective distribution for this book; putting it into the hands of that person in the retailer's establishment most interested in selling petticoats.

Of course, if the Hyde company made its own petticoats, it would have been a simple matter to send out these advertising materials with consignments of

goods, which would be bound to reach those most interested. This, the company figured, would be its most efficient distributing outlet. To get such distribution, therefore, it decided to call upon the cutters-up to send out part of its help-book edition.

"The manufacturer is naturally reticent about pushing a product under a trade-mark which he does not control exclusively," said William H. Stonaker, treasurer of the company, to PRINTERS' INK. "We have always had to make it plain that Heatherbloom, while a name for a fabric, is itself really a different kind of fabric—not like any other—and one that it will be worth his while to feature."

While the book was published over the Hyde firm name and address, the salesmen explained that the back cover would be devoted to the manufacturer who sent out the books, the former printing them up in any quantity the manufacturer might desire.

The salesmen were also instructed to remind the manufacturer that the Heatherbloom advertising was quite as much the manufacturer's advertising; that the million and a half dollars spent in fixing the name of Heatherbloom in the public mind had established an irresistible consumer demand, and that the same motives that induced the manufacturer to make up Heatherbloom Petticoats were identical reasons why the dealer would find it profitable to get and use the Heatherbloom ad helps.

Those arguments invariably won the day in favor of the help books, and manufacturers were persuaded to distribute 1,500 copies, each book going out in a consignment of goods to as many retail concerns.

So effective did this method prove, that the first 350 books delivered drew immediate requests from 40 dealers for electros, and the requests have been arriving steadily in the daily mails ever since.

The Stalker Advertising Company, of Toledo, has opened an office in Detroit in charge of A. D. Pierce.

A majority of the 3187 Retail and Wholesale Druggists

on the Pacific Slope sell the lines we represent.

They know us. They know the goods we sell and have sold. They know our plans and policies are right and the lines we sell are right.

They have always co-operated with us in the advertising and selling of the goods we market. They will co-operate with us in the sale of any product we present to them.

They know we only campaign for "live ones".

The Geo. F. Eberhard Company
SAN FRANCISCO
LOS ANGELES SEATTLE

WANTED
A Live Copy Man

A large and long-established advertising agency located in New York City, seeks a real live copy man—one who is now in such a capacity, either with another agency or occupies a similar position with some large concern.

His experience must have been such that he can readily adapt himself to the writing of copy that is both distinctive, out of the ordinary and original, and whose field of work has been so diversified that he could write advertising for a clothing house as well as for an automobile concern.

Besides the above qualifications he must possess a pleasing personality—able to meet and talk to "big" men.

To the man who can successfully comply to the above, there awaits an exceptional opportunity.

Address "A. A.," Box 384, care Printers' Ink.

The Little Schoolmaster's Classroom

WHEN the head of the Steel Corporation gives a private dinner in New York to a number of eminent gentlemen, including an ex-President of the United States, what is there in that to make men's bosoms heave with emotion in far-off Texas and Nebraska, and to cause Washington officials to overload the long-distance telephone wires? Why should a private individual's dinner-party lead to column after column of special interviews in the newspapers, all from "authoritative sources," and no two of them telling exactly the same story? Why indeed, when there was every indication that the dinner was really private, and that every precaution had been taken to prevent a lot of irresponsible gossip arising as to what took place there? Well, if you *must* know, the Schoolmaster will try to elucidate. All of those things happened, gentlemen of the Classroom, because somebody or other attempted to keep secret an object of legitimate public curiosity. Somebody evidently concluded that "as it's nobody's business, we won't tell 'em," and thereupon let loose the avalanche of speculation. Somewhere amid the mass of idle rumors the real truth may be hidden, but nobody could identify it if he found it. Anybody is at liberty to believe anything he likes, according to his peculiar politico-economic notions.

* * *

Now if the wicked Democrats are chortling with glee over their chance to claim that the Republicans have "sold out to the interests," the policy of secrecy is to be blamed for it. If tall-grass statesmen beat the air in protest against this new conspiracy of vested interests to grind the faces of the poor, the idea that the dinner was "nobody's business" is chargeable with it. The phrase "Gary dinner" does have a sinister sound, when you come to think of it, and a great deal of arrant and mischievous nonsense sometimes passes for gospel truth when it is wrapped up in a popular slogan. If, perchance, that phrase should attain the dignity of a political slogan, it will be because somebody failed to appreciate that nobody's business is sometimes everybody's business.

* * *

Assuming that Judge Gary really desired that nobody should be able to make political capital out of his dinner, the way to accomplish that end lay through publicity. Nobody has much chance to speculate when you have disarmed him in advance with a full and frank statement of the facts. A private dinner with an avowed purpose might be worth half a column in the local papers, and a stick-full of type in those in other leading cities, while a dinner with a concealed object is worth acres and oodles of the commodity known as "yawp." And assuming, on the other hand, that the good Judge really wanted his dinner talked about—well, it was. Either way it affords advertising men a splendid example of what happens to prominent men and prominent concerns who act on the principle of "nobody's business."

* * *

"I get a monthly report from the heads of most of our departments," said the president of a manufacturing corporation to his advertising manager recently, "and it might provide a good barometer of advertising matters if you would adopt the plan."

"Fine scheme," said the advertising man; and it has worked out that way. There were many things that the advertising man wanted the president to know about, and that still did not seem to warrant the sending in of special memoranda. In this monthly report these items go under a special head, and the president reads them with the same interest that he reads the monthly data of the production departments. Furthermore, the monthly report gives the advertising man the ideal opportunity to emphasize and com-

ment on the things that seem to him to be entitled to more consideration on the part of the management. In other words, the monthly report in this particular case has become a fine interior follow-up on the more important things, as well as a means of letting the management know exactly what the different members of the advertising department have accomplished during the month, number of inquiries received, dealer-helps sent out, mediums added, etc.

* * *

As it is the fashion to get out a manual or practice book on almost everything, someone should prepare a manual on how to conduct long-distance telephone solicitation successfully. The long-

For the *Mail Order* Harvest

Wouldn't you like to advertise in a magazine the circulation of which is *all "net"* for mail order advertising? GOOD HEALTH has such circulation. Every one of its subscribers is well-to-do, well established in life *and accustomed to buying by mail.* We know positively that this is the case and can supply proofs of it. Will you give us the opportunity? Thru advertising in GOOD HEALTH, you can put your selling proposition before a "Gilt Edge List" of known mail order buyers for less than the lowest postage cost of soliciting such a list with any kind of circular. Is this interesting? If so, let me send you our rate card. This is a real opportunity for you to make an exceedingly advantageous "buy." Write me today. Address—

J. Dwight Brewer
Advertising Manager

GOOD HEALTH

1801 W. Main St.
Battle Creek
Mich.

Printing Papers
of Excellence

Clarke & Company
225 Fifth Avenue
New York

General Sales Agent for Book Papers
Manufactured by Crocker, Burbank & Co.

"GIBBONS Knows CANADA"

If You Want to Reach the Motor Car Owner Use the

AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

PAUL BROWN
COMMERCIAL ARTIST
61 WASHINGTON AVE.,
GARDEN CITY, L.I.
N.Y. PHONE 6120 RIVERSIDE.

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

Big National Advertisers Use Columbia Lantern Slides

Because they get results
Because they are trade builders
Because they are perfect in workmanship

COLUMBIA SLIDE CO., 21 SOUTH FIFTH AVE. CHICAGO

CARTOONS will present your case quicker and with more punch than pages of copy. *Deal direct with the artist for results.* Send for free sample proofs.

R. DIEGER
2016 Allen Ave., St. Louis, Mo.

WANTED:—An experienced man to handle copy in the advertising department. State experience, references and salary. IRON AGE, 239 West 39th Street, New York City.

distance call puts the salesman in touch quickly with a man that he might possibly have difficulty in interviewing any other way, but strange as it may seem, many of these solicitations, instead of beginning in a way that is likely to command favorable attention, start off with something like "We want to have that business that you are placing in ——," or "Why didn't you select the *Bugle* instead of the *Trumpet* for that advertising? Last year we carried one hundred more lines of financial advertising than the *Trumpet* did." Such openings usually provoke the man at the other end or else instantly place him in a defensive position, and the solicitor hears that the appropriation is entirely exhausted for this year or that the lists have been made up complete. The ordinary common-sense principles of salesmanship ought to be applied to telephone salesmanship.

* * *

Never was the value of the attractive layout better demonstrated than on a recent occasion when two calendar salesmen were working for an order. One brought along a very rough pencil-layout that gave no idea of what the finished job would be unless the one inspecting it had an unusual imagination. The other was carefully laid out with the displays colored as they would be in the finished job. Whether one had experience in printing or not, he got an excellent idea of the proposed calendar from the second layout. It represented time and expense, but it was a big factor in landing the order.

* * *

He is a jeweler and his name is R. E. Ward. He prints it so that it looks like REWARD until you observe it closely. While the Schoolmaster is not strong, as a general thing, for "stunts" and so-called "clever advertising," he believes that little interest-creating devices such as Mr. Ward has worked out are well worth while.

* * *

"It is very difficult," says the head of a New York advertising agency, "to put through advertising and selling plans when the

views of four or five people have to be met. Whenever there is one man in whom the final decision rests, we can make progress, but when there are a number whose ideas must be incorporated, no matter how capable they may be, by the time we get through things are so cut to pieces that there is little left."

Store's Campaign to State of Iowa

When the Harris-Emery Company, of Des Moines, Ia., recently enlarged its department store it seemed desirable to acquaint as many people in the State with the improvements as soon as possible. To accomplish this nine advertisements were prepared and appeared in the Des Moines newspapers a week apart. The heroic style of copy was departed from and statistics, used to impress readers with the size of the store, were employed in an unusual manner that was calculated to reach the eye and interest of everybody.

"Up Walnut Street from Fourth to Ninth and Half Way to Mulberry" was a caption, and the explanation underneath was that if all the floors of the new store were laid out on the ground the merchandise displayed would cover that territory.

"Over Half a Mile of Sunlight" visualizes the window in the store.

"If the glass were taken out of all these upper story windows and laid down on the ground, we would have *an acre of window glass.*

"Can you picture it? A lot of glass to be sure, but think what this means when you're matching a color, or selecting things to harmonize. To say nothing of the cheerfulness and the excellent ventilation they'll lend to the entire store.

The advertising of the Handy Edition of the Encyclopedia Britannica is being placed for the publishers by N. W. Ayer & Son, Philadelphia.

NEW CONNECTION DESIRED

Yet Another Business Enlargement
Necessitated by Steady Growth and Prosperity

Once more The takes a step forward, this time in perfecting its staff and adding to its resources for serving the state.

I am very glad to announce that with this issue Mr. W S of New York will become associated with The in the capacity of Business Manager.

The peculiar nature of The and the special field it is endeavoring to occupy requires unusual qualifications and in Mr. S I believe they are to be found.

Mr. S though a young man, has had a varied experience as a member of the advertising staff of the Remington Arms Co. of New York and as a publisher. Until his resignation recently he was advertising manager of Hearst's Co. and came to The with the strong recommendation of the business representative of Mr William Randolph Hearst in charge of the vast Hearst magazine and newspaper organization. He established the Magazine and by his personal efforts made it a national publication of substantial circulation and business success.

Mr S comes to The with a large vision of its possibilities for service and will give himself to the task with enthusiasm. I congratulate The and its readers.

G B. H President.

Names at interview. Address: Box 386, "P. I."

The Self-Cover Booklet

WRITE today for your copy of this new Ticonderoga booklet.

It shows how you can afford to buy better typography, better pictures, and an extra color by using Ticonderoga papers and the Self-Cover treatment.

It is printed on our Eggshell Book and Special Magazine papers, which are particularly suited for booklet, house organ, and catalog printing.

TICONDEROGA PULP & PAPER CO.

Members of the Paper Makers' Advertising Club.

200 FIFTH AVENUE NEW YORK CITY

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

AGENCY CONNECTION WANTED

NATIONAL AGENCY WANTED

Advertising Service Company in No. Ohio is open for a connection with some live broad gauge agency.
It has to offer a growing business of several years standing, under profitable operation—a thorough knowledge of the territory—established connections and unquestionable credit dealings.
It desires a national connection because of present capital limitations and broader plans operative on national scale.
Complete details of established business, personnel and standing will bear the closest investigation.
An unusual opportunity for some national agency who wishes an immediate and profitable connection in No. Ohio. Box 922, care Printers' Ink.

FEMALE HELP WANTED

A New York publishing house has an unusual opportunity for an expert typist, to assist the librarian in indexing and research work. Stenography desirable but not essential. Must be intelligent and able to assume responsibility. Salary to start, $15. State age and experience. Box 925, care Printers' Ink.

FOR SALE

Electrotype plant, doing a good business, splendid opportunity. Address Drawer U, New Haven, Conn.

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners have consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

FOR SALE CHEAP:—11 Wing-Horton mailing machines, width 1¾", in first-class condition. Change of equipment makes it necessary to sell these machines at half price. **THE FARM JOURNAL, PHILADELPHIA, PA.**

HELP WANTED

Circulation Manager wanted for group of technical journals published in New York City. Preferably young man who is now circulation manager or assistant in up-to-date technical journal publishing house. Opportunity to grow with the job is excellent. State full details, including age and salary expected. Address Box 916, care Printers' Ink.

WANTED:—Experienced advertising man of proven ability to take charge of Eastern office (New York) and handle advertising for a prominent trade paper. Must be a good salesman, capable correspondent, well educated and of pleasing address. Should have acquaintance with heads of Eastern advertising agencies. This is a position for an A-1 man. Give details as to experience and salary expected at start. Good future assured for right man. Box 917, P. I.

A young man to write about contracting machinery—with several years experience on engineering and construction work. Technical advertising experience desirable but not essential. A young sales engineer might be the right man. Give particulars concerning education, work, age and salary.
A. & B. Co., Box 913, Printers' Ink.

Wanted—Live advertising solicitors in New York, Boston, Philadelphia, Cincinnati, Cleveland and Detroit, on progressive garage and automobile supply journal, official organ of American Association of Garage Owners. Strictly commission. Unusual opportunity. Address A. A. G. O., 422 Manhattan Bldg., Chicago.

WANTED:—Copy service man by a prominent trade paper covering a special field. Position calls for a man who is able to handle every detail of magazine manufacturing, including buying of printing, engraving, artistic layout of text and advertising pages, as well as the preparation of forceful advertising copy for present and prospective advertisers. University trained man preferred. Send complete information and salary expected. Box 918, care P. I.

A young, progressive advertising agency with recognition and highest credit has room for a young man of energy and ability who can bring at least one good advertising account with him. Box 914, care Printers' Ink.

LETTERHEAD

Not just letterheads, but letterheads of highest character. Finest quality stock and workmanship. A credit to your house. Only $12.50 for 5,000, $22.00 for 10,000. Samples free. Lyceum Ptg. Co., Cincinnati, O.

POSITIONS WANTED

Editor—who is also capable copy writer and advertising service man, newspaper, trade paper and house organ experience; educated, informed, energetic, now employed. Box 915, care Printers' Ink.

Young man capable of taking charge of small advertising department—has had several years experience as assistant to a foremost New York manager. Box 921, care Printers' Ink.

Adv. Mgr. of class rarely seeking position, open to apply to your business the proven ideas and plans that broke sales records for several large concerns during his 14 years' experience. Box 899, P. I.

Experienced advertising and copy man will take entire charge of publicity department of satisfactory growing concern for 1916 on a strictly results-or-no-pay basis. Box 919, care Printers' Ink.

Advertising man (26) now employed; has been through Direct and Retail Advertising thoroughly, also draws good newspaper cuts; wants permanent connection with a concern that is going ahead. "S. C.," care Printers' Ink.

Young man 25 years old seeks position as Assistant to Advertising Manager with department store or manufacturing concern. Five years in advertising department of large manufacturer. Experienced in compiling catalogues, booklets, folders, writing advertising copy, planning layouts. Excellent correspondent. "A-1" reference furnished. Address Box 912, care Printers' Ink.

Sales Manager, plus.

An executive, experienced in directing both sales and advertising departments of successful manufacturers, would consider position offering opportunities for *substantial* advancement as ability is demonstrated.
Thorough knowledge of both wholesale and retail merchandising; very efficient in securing active dealer co-operation, and eliminating advertising waste. Good correspondent and office manager.
I am on good terms with past and present employers and associates. I enjoy good health, and look it. Am a close student of business conditions, and am a producer.
Services first year $3600. Box 920, P. I.

SALES AND ADVERTISING MANAGER.
Seeks larger opportunities.
At present holding responsible position as such in Middle West.
THOROUGH EXPERIENCE AS SALES AND ADVERTISING EXECUTIVE. MAIL ORDER FIELD. EXCEPTIONAL CORRESPONDENT. WRITER OF RESULTFUL "COPY."
Competent to take charge of a going department or organize a new one.
Age 33.
Would locate anywhere. SOUTHWEST PREFERRED.
References of the first class.
Box 911, care Printers' Ink, New York.

PUBLISHING BUSINESS OPPORTUNITIES

We know of a publishing business in New York which is making rapid growth, which can be bought at a reasonable price. It would take $25,000 cash, the remainder could be paid over a period of years, and the owner would give his influence in handling the business. Harris-Dibble Co., 171 Madison Ave., N. Y.

Over 1300 P. I. Binders In Use

speaks well for their utility. Just the thing to keep together your copies of PRINTERS' INK as they come to your desk from week to week.

65 Cents Each
Postpaid

PRINTERS' INK PUBLISHING CO.
12 W. 31st St., N. Y.

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Achievements of a Year

Daily Circulation:

The daily (week day only) circulation of The Chicago Tribune for the year 1915 averaged 348,416.

This circulation is approximately equal to the *combined* week day circulation of the other Chicago morning papers.

This circulation exceeds that of every other morning newspaper in America with one or possibly two exceptions.

This circulation shows an increase of 16 per cent over the biggest previous year.

Sunday Circulation:

The circulation of The Sunday Tribune for the year 1915 averaged 560,896.

This circulation is far in excess of that of the next Chicago Sunday paper and more than double that of the third.

This circulation exceeds that of every other Sunday newspaper in America with one exception.

This circulation shows an increase of 21 per cent over the biggest previous year.

Advertising:

The Chicago Tribune printed 45,886.55 columns of advertising in the year 1915.

This volume was 1,333.60 columns more than were printed by the other Chicago morning papers *combined.*

This volume exceeds that of every other newspaper, whether morning and Sunday or evening and Sunday, in America.

This volume shows an increase of 2,210.28 columns over the biggest previous year.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Member Audit Bureau of Circulations

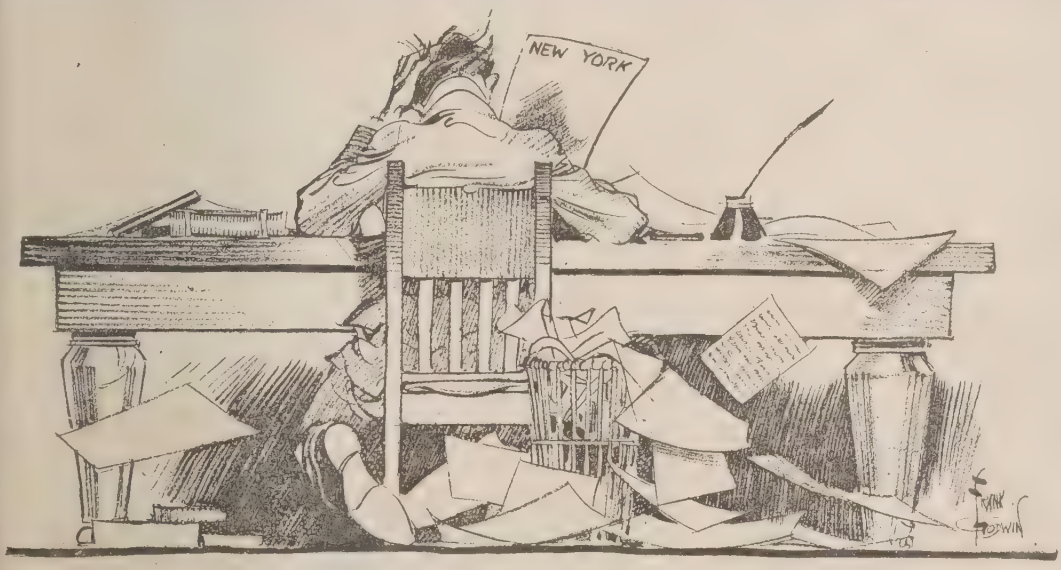
PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIV — NEW YORK, JANUARY 13, 1916 — No. 2



New York the Indescribable

We admit right at the beginning that the job of describing New York, industrially and advertisingly, is a *leetle* too hefty for us. We have side-stepped the task as long as possible, hoping that we would come into money, or fall off a ferryboat or otherwise be spared the ordeal, but at last it is squarely upon us and here we go.

Physically, the Empire State stands twenty-sixth on the list, but within her borders there is more wealth of resource and accomplishment than any two of her sister States can boast. She contributes more than a sixth of the total manufactured products of the country, which means that she annually turns out between three and four billion dollars' worth of goods from her factories. All told, she has more than 50,000 manufacturing establishments, employing a million and a half people and paying out close to a billion dollars a year in wages. The capital invested in these plants is about three billion dollars.

Considering these staggering statistics, you can well understand how New York can support ten or eleven million people—a tenth of the population of the United States.

But, with all her great natural advantages, New York could never have become so great industrially unless she had extended the markets for her products far beyond her own boundaries. Only because New York advertises her goods and sells them all over the world is she the mightiest and wealthiest of our States.

Publicity is characteristic of New York; somebody once said that no man ever lived in New York State without advertising the fact—and the enterprise of her advertisers has put many of her towns on the map. Take, for example, Westfield, a small town in

(The Ayer & Son advertisement is continued on page 106)

Which will produce the most *sales* influence

Localized Circulation or General Circulation

Is a farm paper of localized circulation or one of general circulation of more interest to the farmer, and consequently of more value to the advertiser? This is the most vital question in agricultural advertising to-day.

The primary purpose of a farm paper is to educate, and in order to educate you must be specific, very specific. In order to educate upon agriculture, you must present facts that are arrived at under working conditions exactly the same as are present on the farm of the man you are striving to educate. The farmer in Kansas cannot learn much in a specific way from the farmer in New York because different character of soil and different degrees of temperature and moisture make a similar treatment impractical. It is true that he may learn many things in a general way that may be applied to his own work, but these are matters of *information* and not of education. For instance, the farmer in New York may show the farmer in Kansas how to make a hog trough or how to build an economical barn, but when it comes to the treatment of the soil or the care of growing crops—the *fundamentals* of farming—the application ceases to be of value. It is information they pass back and forth across the country and not education. Likewise, the farmer of the cotton belt cannot teach much of primary importance to the farmer of the corn belt.

Of course there are papers devoted particularly to some special phase of agriculture, such as live stock, dairying, poultry or horticulture, that are able to educate farmers in any part of the country who are engaged importantly in that form of agriculture. It is easy to see that the essentials of live stock breeding or dairying would be the same everywhere, and that the same matter that would educate one of these farmers on this phase of agriculture in New York would serve the Illinois farmer just as well.

It cannot be denied that the paper that gets closest to the heart of the prosperous farmer, that is read most carefully and preserved longest, is the one that teaches him by precept and illustration just what are the possibilities of his own farm, because everything that he reads in that paper teaches him something that is possible under the very same conditions in which he lives and works.

The Standard Farm Papers measure up to this acid test.

OF KNOWN VALUE
STANDARD
FARM PAPERS

TRADE-MARK OF QUALITY

Kansas Farmer
Progressive Farmer, Birmingham
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
Chicago.

PRINTERS' INK
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.
VOL. XCIV NEW YORK, JANUARY 13, 1916 No. 2

The Advertiser's Ally Who Fights Alone

The Story of an Independent Merchant Who Wanted Help from Manufacturers—and Didn't Get It

By M. J.

[EDITORIAL NOTE:—This is a real experience story, true in every detail. The editor of PRINTERS' INK knew the merchant who writes this article when he was making his supreme fight for business existence, and, when it was all over, asked him to set down the narrative as something in which manufacturers have a vital interest.]

FOR several years I was the proud owner of a very successful 5-, 10-, and 25-cent store. I was doing a splendid business. Both sales and profits were increasing each year. Business was coming easy. My competitor and I were co-operating to our mutual advantage. The prospects for my continued prosperity were excellent. I had few problems and no worries. And then the chain store came to town! Result, I am out of business.

It is a sad, sad story. Let me tell it to you, and you can then draw your own conclusions. This article isn't going to be a thriller. I am not going to hold you spellbound and breathless with the recital of a hard, cruel, one-sided, heart-rending fight, in which the villain is invariably victorious. There was no fight. The syndicate had me beat on several important counts before I had a chance to fight. They had my back square on the mat before I could show the spectators what I could do. They had me defeated even before they located in town.

But let us get back to the beginning of the story. When I went into the ten-cent business I knew little about chain-store competition. Least of all did I fear it. I bought the store of a man who had a profitable little business. He was doing well, and for a year I often wondered why he was so anxious to sell. I then found that he had discovered that syndicate people were considering the town for a location. Their scout had visited it frequently in search of a suitable building. However, the man from whom I bought sold his store too soon. It took the scout nearly six years to get a location in the town that suited him!

In the meantime I treaded in clover and measured off velvet. I did not have what would be called a modern store. The fixtures were crude and old-fashioned. The building was small, and our windows were only fair. However, the store was always kept neat and inviting. The business-getting methods were aggressive and at times rather sensational. When things were dull, I thought nothing at all of galvanizing the public into action by selling 50 or 75 dollar alarm clocks at ten cents each, or a few $3.00 lawn mowers at 25 cents each. Advertising was kept up continuously. Except when business became so poor that it was necessary to create a sensation, regular prices were always maintained in the advertising. Things were running along so satisfactorily that I did not think it necessary to put in better fixtures, or to look for a larger store in a better location. Here is where I made a fatal mis-

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take and, as I said before, allowed the syndicate people to beat me even before they became my competitor. But this error is by no means the only thing that put me out of business. So many causes contributed to my defeat that I fear I'll strain your patience before I have told my story.

I worried little about chain-store competition until I learned that the syndicate people had actually leased a building and would open for business within a few months. Then I got busy and tried to formulate a plan of action. I made an exhaustive investigation of the effect chain-store competition had had on independent five- and ten-cent merchants in other towns. Part of what I am going to tell in this article will be information I gleaned in this investigation. Therefore, the facts presented here will not be based entirely on my own narrow experience. Dozens of other merchants who have been compelled to fight the chain have let me draw on their experience.

CHANCES IN FIGHTING CHAIN

My investigation disclosed the startling fact that very few independents had been able to survive the competition of the chain. Some of them lasted a year or two, but finally had to give up the fight. A few were able to stay in business, and apparently were doing well, but closer investigation showed that they were making only the barest sort of living. Here and there an independent merchant, because of rare merchandising ability or as a result of an unusual combination of fortunate circumstances, was succeeding, despite the opposition of his big competitor. I found that most independents did not even attempt to fight. They gave up their business and abandoned the field to the chain, just as soon as the latter came to town.

I made up my mind that the chances were against my succeeding, if I continued in business in opposition to the big store. I knew it would be foolhardy for me to lease a suitable building and go to the expense of equipping it in a modern way. To do so, I would have to assume a fixed expense three times greater than I had in the old building. The chain would compel me to sell goods on a smaller margin of profit. They would also cut down the volume of my sales. Therefore, it seemed that it would be impossible for me to do enough business to cover the big expense account and leave a profit sufficiently large to compensate for all the responsibility. On the other hand I realized that my old store was popular and had a splendid good will. It took years to build up this valuable trade, and it seemed cowardly to abandon it without putting up some kind of a struggle to retain it. I finally decided to stick to the old store and to continue to run the business according to my own fashion, and to keep up the methods that I found so successful in the past. I would do my best, and if I failed I could not help it.

Though the chain people had a store and an organization that was vastly superior to mine, still I think my methods, my prices and my goods compared very favorably with theirs, and were sufficiently attractive to have brought me enough business to justify me in continuing my store. Events showed that I was able to retain a good share of my trade, but the volume was not large enough to permit me to operate the store profitably. After a few months of fruitless effort I decided it was best to give up.

THE PUBLIC LIKES THE CHAIN

I always feel that it was not directly my chain competitor that put me out of business. It was the people with whom I had to deal. The public demand of the independent merchant the same goods, at the same prices, and the same service, as the chain gives them. But if that were all the public wanted, the independent man would have some show of existing. Unfortunately much more is demanded of him.

The chain is the public's ideal of a store. It is the standard by

Reader Confidence and The Christian Herald

Sometimes advertisers see only the religious part of the Christian Herald, but to the reader it means much besides. It is his trusted medium of good fiction. It is his chief source of important world news. Its appeal along these lines is so potent that it steadfastly interests 300,000 homes in towns of under 50,000 population. Its sense of fiction and news values is so satisfying that 79 per cent of its subscribers renew from year to year.

But does this of itself satisfy the advertiser? Does this betoken a confidence of the reader in his paper that extends even to the advertisements?

That the Christian Herald has weight with substantial people—the kind for whom the dealer orders the product requested—may be seen from such facts as that it influences each year the investment of thousands of dollars of its subscribers' surplus earnings, and endorses charities to which its readers in consequence have contributed over $4,000,000, through it. These fact-statements should answer those two questions.

With the above in mind, picture to yourself the class of people in the small town who read the Christian Herald. Aren't they worth your while?

THE CHRISTIAN HERALD
BIBLE HOUSE, NEW YORK

which all others are judged. Everything that the local retailer does is criticized. He is accused of imitating the chain. They unjustly assume that his prices are higher, his goods inferior and his methods antiquated. Although I met the syndicate's prices on everything, all day long I had to listen to the wail of people who said we were robbing them. They told me my big competitor was selling Palm Olive soap for five cents. Some would swear they could get it at two for five cents, although of course the chain really was selling it for ten cents. To argue with them was futile. They would fly into a rage and begin to get abusive.

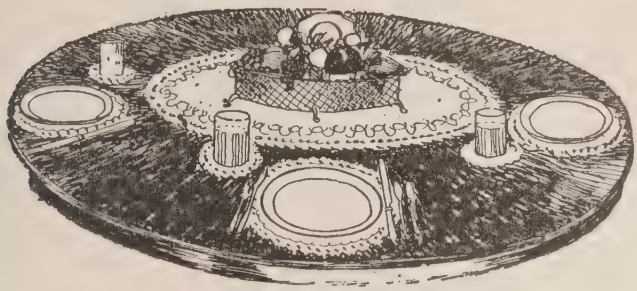
Many of these people were honest in their opinions. They seemed to have hypnotized themselves into believing that the syndicate was selling everything for one-half what I charged. Friends of mine, anxious to help me continue in business, would come in and ask if they could have three ten-cent packages of Colgate's Paste for 25 cents. When I explained that we could not sell it that way, they would walk out, saying that my new competitors would. Then they would go down to the chain store and buy the paste at ten cents a package straight. We always sold certain kinds of candy at ten cents a half-pound, and we sold some ribbon, laces, embroideries and other piece goods at ten cents a half-yard. These same prices were maintained by the new ten-cent store, but nine out of ten of my customers would insist that we were charging just double what the chain charged.

A retailer always has to put up with a certain amount of haggling. He expects it, and doesn't mind it, because the vast majority of his customers are reasonable and pleasant to deal with. However, after the chain came to town, I had to stand more abuse and ridicule in one day than ordinarily fell to my lot in months. I was besieged by every kind of a charity solicitor. They told me that I couldn't refuse them or it would hurt me in my struggle with the chain. I was grafted on in every petty way imaginable. The prominence of my competitor was always used as an argument in the solicitation. It seemed that people took advantage of my peculiar position to impose on me shamefully. I had so many of these little problems to solve that I did not have the time nor the energy for the bigger questions that were facing me. I have brought this phase of my experience into the story, not because it is, in itself, vitally important, but because I want to acquaint you with all the factors that entered into my downfall.

TRANSIENT TRADE LOST TO THE CHAIN

A very large portion of the ten-cent man's business comes from transients. The ten-cent store is a town institution like the post-office or the library. When strangers come to visit or to shop, their trip wouldn't be a success if they didn't take in the ten-cent store. As soon as a chain locates in a place the independent store loses this very desirable business. Having a store in every town of any consequence is the syndicate people's greatest asset. It is a more valuable asset to them than all their efficiency in buying and selling. Its advertising value to the chain organization is so tremendous that there is little the local retailer can do to offset it.

Those living in Cleveland become accustomed to buying at the Woolworth store in that city. If they move to Spokane they are glad to find a Woolworth store there, and most generally will patronize it. The independent man in Spokane is handicapped in getting the business of the newcomers right from the start. The Woolworth store in Spokane looks like the one they have been used to, and in going into it they feel at home. Those living in New York, who like to buy at Wanamaker's, would be delighted if they moved to Denver and found a Wanamaker store there also. In that case, the Denver local department stores wouldn't have much chance to do business with



Beautiful linens for entertaining are made from NEEDLECRAFT designs.

How about all the other things needed for the party?

You can sell them to the readers of

NEEDLECRAFT

Three Quarters of a Million Guaranteed

1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager

Member Audit Bureau of Circulations

the New Yorker. The independent five- and ten-cent merchant, who has syndicate competition, is up against this kind of thing all the time.

Transients would come into my store daily and say, "Is this a Woolworth store?" When told that it wasn't, they would whisper among themselves that they would better go and find the chain store. Had they been untruthfully told that it was a Woolworth store they would have been satisfied to buy from us. The independent proprietor who frequently witnesses an incident of this kind is likely to think that the cards are stacked against him. Can you blame him?

QUALITY BIGGER PROBLEM THAN QUANTITY IN BUYING RIGHT

Being able to buy at about the same prices as the chain stores get, isn't the biggest buying problem of the independent five- and ten-cent merchant. Getting goods of the same quality or of the same size and bulk is a bigger problem. Any independent retailer can easily get from the jobbers probably 75 per cent of the goods that the syndicates have. He will have difficulty getting the other 25 per cent. It is with the goods that he can't get that the syndicates beat him. All day long I had to listen to shoppers tell me about those few items my chain competitor was showing that I didn't have and couldn't get. My customers seemed to regard this as sufficient proof of my inferiority.

Here and there, all over the United States, are manufacturers making specialties that excel all others in the same line. In most cases it is necessary to buy these things direct. There are hundreds of items in a ten-cent store that it is necessary to buy from a different source, if one is to compete with the chain. For instance, there will be a fellow down in Kentucky, making, let us say, shoestrings that are hummers. He quotes astonishingly low prices, too. Unless you handle that fellow's shoestrings you won't be able to sell as good an article, or give as much for the money, as the chain store does. Trust the chain store to have the best to be had. Perhaps the independent man can meet the syndicate's prices, but it avails him little unless he can also meet the quality. Often the manufacturer that makes the best article also has the best price. This frequently makes it necessary to buy mouse-traps in one place, aluminum spoons in another and so on until the merchant finds that he is buying from several hundred different concerns. To do this he must do an enormous business or else overstock with all its fatal consequences.

When the chain came my sales were cut down to such an extent that I could not buy direct. Thus the chain was always offering many sensational values that I never had. This hurt my store worse than anything. Of course, I, too, offered leaders freely, but selling a leader occasionally wasn't the same as offering some big values in many items every day. I figured out that in order to compete with the syndicate people on candy and make the department pay it would be necessary to buy candy from 18 different concerns. Manufacturers of cheap candies specialize. To keep any candy department on a par with my competitor's necessitated the buying of the specialties.

There are other buying difficulties with which the independent merchant has to contend. The syndicates often take the entire output of a manufacturer who is turning out a live specialty. The little retailer hasn't even a look-in. The chain is always pulling off buying scoops. They will sell a few thousand gross of an article before the independent man can find where he can get it, or perhaps before he even knows that the thing is selling. The chains are always ready to take advantage of the manufacturer in financial difficulties. They'll give him an order that will help to put him on his feet if he will make a certain article at a certain price, or they will give him 25 per cent on the dollar in cash for his surplus stock. Of course these are

WE DIG

beneath the surface of Agricultural selling problems — help you cultivate and harvest SALES RESULTS. Let us insure for your

Agricultural Advertising

real efficiency. We offer advertisers exceptional experience in Merchandising to the Farmer andwillwelcome a few more high class Agricultural accounts. Let us talk it over.

NICHOLS-FINN
ADVERTISING COMPANY
222 SOUTH STATE ST., CHICAGO
200 FIFTH AVENUE, NEW YORK

MERCHANDISING NICHOLS FINN ADVERTISING

extra buying stunts that happen only occasionally, but they give the independent man something to think about.

Before the chain became my competitor I belonged to an excellent buying organization, which I found very helpful. After the syndicate located in town I found my membership in the buying association of little value. It enabled me to buy at almost chain prices, but it couldn't get for me the goods I needed most. Besides, the new competition had curtailed my business to such an extent that I couldn't buy the quantities which purchasing through the association required.

Another thing I had to contend with was an epidemic of shoplifting. Watching the nimble-fingered pilferer was always one of our minor problems, but after the syndicate started to buck me it became a major problem. The chains have so many clerks that it is hard for a person to steal in their stores. When shop-lifters are caught it is the policy of the chain people to deal with them rather leniently. Those inclined to steal seemed to size up the new situation, and as a result I had stuff stolen by wholesale. Of course we gradually overcame this by dealing severely with those caught in the act. However, my policy with regard to this matter is one of the little things that hurt my store and helped the chain.

CHAIN'S PROFIT IN GOODS NOT STANDARDIZED

Most of the goods sold in ten-cent stores are not standardized as to quality, price or anything else. This is to the independent man's disadvantage. I found it a serious handicap. If all goods were branded and known to be of certain quality, and could always be depended on to be of that quality, it would be easier to build up a permanent business on them. For instance, the independent five- and ten-cent merchant gets an unusually fine lot of dressing combs. They sell well. Everybody likes them, and a large number come back for more. By this time they are all sold and a different comb is being offered. It is not so good. The public is dissatisfied and blames the merchant. The chain people, having permanent sources of supply, have wonderfully good dressing combs on sale all the time. They are thus in a position to catch the valuable repeat business. On advertised products the independent man is about on an equal footing with the chain. He can offer the same quality at the same price. Of course some people will insist that the syndicate store is selling these advertised articles for less, but this is a fish story, except in rare instances.

When the market is short on an item, as it is on many import articles at the present time, the chain seems to be able to get goods for months after all avenues of supply are closed to the small merchant.

For about five months after the war started I was unable to get two-for-five-cents elastic hair nets. My big competitor had them all the time. I had my clerks go to the chain store every day and buy some of the nets at regular prices. But even so, we were out of the nets a great deal of the time, and lost many customers as a result. I am mentioning only one item in this connection. There are several.

My old competitor, with whom I co-operated so nicely, ran a variety store, that is, a ten-cent store with a scattering of department-store goods at all prices. He was never more than moderately successful. He closed out his stock a month or two before the syndicate people opened up. I immediately put in a variety section and attempted to gain the good will that my friends had been creating for years.

I sold a lot of variety goods from the day the department opened. Traveling men and jobbing houses were congratulating me. The new section of my store seemed to be a big success, but the figures show that it wasn't. The department had the appearance of being successful, but that was due to the fact that we carried a very large number of items. Of course

11 EAST 36TH STREET
NEW YORK

THE STORY OF
Triangle Films and the Triangle Film Corporation is being told through the
CHELTENHAM
Advertising Agency.

something was selling all the time, but the records show that our variety stock was turning at the rate of only twice in a year. Even four times would be only fair. Six is the smallest number of washtubs that can be bought at a time. It would take nearly a year to sell the six. We had to carry dozens of things that sold no faster than wash tubs. We had advertised products that turned ten and twelve times a year, but the slow sellers put a crimp in the splendid record of the publicity-pushed products.

I found that the independent retailer is handicapped for a lack of figures about his business. He doesn't know where he is at. I thought I did, but when I went up against real competition I saw that my management was based largely on guess work. An extensive set of figures, relating to all departments and phases of the business, has become essential in retailing. Intelligent store management can be founded only on accurate figures. I was surprised to see that my new competitors hired a young lady, at $12 a week, whose sole duty it was to prepare all kinds of statistics regarding that one particular store. If somebody had told me I should do that I would have got our local Matteawan on the line.

I have stated the main difficulties I had to contend with in my competition with the chain. There were many lesser ones. Perhaps my troubles may seem trivial to the reader. All I know is that it was these so-called little things that wrecked my business. I'll let the figures speak for themselves.

Before the chain came to disturb my peace of mind our cost of doing business ran from 15 per cent to 30 per cent, with a yearly average of 21 per cent. It ran around 30 per cent in January and February and dropped to 17 per cent and 18 per cent in October and November, and to 14 per cent and 15 per cent in December. Our gross profits on sales the year before the big store came were 32 per cent, leaving a net of 11 per cent. With chain competition our gross profits dropped to 27 per cent, and our cost of doing business went up to 33 per cent. Therefore, every time a person bought a dollar's worth of goods in my store I not only did not ask them anything for our trouble, but also made them a present of six cents besides. It does not take an expert accountant to tell what put me out of the running.

I'll now swing around to the other side of the story, and will try to tell you about some of the interesting things I found out about my chain competitor.

CHAIN STORE'S SUCCESS WAS ASSURED

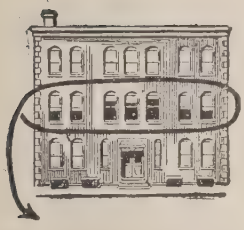
After all there is nothing so remarkable about the success of the great chain stores. The retail business has been the most slipshod and unscientific of all big businesses. Of course there have been many individual exceptions. The furore that the chains are creating is due to the fact that they are introducing system and efficiency into retailing. That is why they are putting inefficient merchants of the old hit-or-miss school, like myself, out of business. The chains have practically eliminated guess work.

They have reduced the running of a store to almost an exact science. For instance, it took the chain store I am referring to several years to get into our town. During that time they dickered for many locations, but always passed up each proposed deal, as all the conditions and terms were not favorable to them. When they did finally lease a location they selected a site that everybody thought was away out of town, but subsequent events have shown that they located in what will be the heart of the retail district in another two years. Their thoroughness in selecting the right spot for their store is but an evidence of their thoroughness in everything that has to do with their business.

As far as I have been able to observe, the big ten-cent chains do not humbug the public in any way. Their methods are always open,

(*Continued on page 117*)

YOU have a standing invitation to call and inspect our plant and up-to-date facilities.



Our printing plant in rented quarters a few years ago

Our printing plant in our own building to-day

One of the largest and most complete printing plants in the United States

Place Your Printing Orders

In the Hands of a Large Absolutely Reliable Printing House

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

Our Specialties:

(1) Catalogues
(2) Booklets
(3) Price Lists
(4) House Organs
(5) Trade Papers
(6) Magazines
(7) The larger orders of Flyers and Circulars.

Also Printing requiring the same material and workmanship as the above, such as Proceedings, Directories, Histories, Books and the like.

Our Complete Service, all or any part of which is at your command, embraces:

DESIGNING
ENGRAVING
ELECTROTYPING
TYPESETTING
(Machine and Hand)
PRESSWORK
BINDING
MAILING

If you want advertising service, planning, illustrating, copy writing and assistance ***or information*** of any sort in regard to your advertising and printing, ***we will be glad to help you.***

If desired, we mail your printed matter direct from Chicago—the central distributing point.

If you want **quality**—the education and training of our employees, concentrated in one direction on the one class of printing in which we specialize, make the workmen more skillful.

If you want **delivery**—our plant is equipped with economical, up-to-date machinery and is in *operation day and night the year round. The best quality of work, however, is handled by daylight.*

If you want the **best price**—our unusual labor-saving material and equipment enable us to make exceptionally *low prices on our specialties.*

Our organization is excellent. When you put an order in our care you relieve yourself of all anxiety. You insure yourself

Proper Quality — Quick Delivery — Right Price

Our large and growing business is because of satisfied customers, because of repeat orders. Printing orders come to us from the large cities and the states from Maine to Texas.

We do printing for the best firms in the United States.

We are always pleased to give the names of a dozen or more of our customers to persons and firms contemplating placing printing orders with us

Don't you owe it to yourself and your firm to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let Us Estimate on Your Next Printing Order

(We Are Strong on Our Specialties)

ROGERS & HALL COMPANY

Polk and La Salle Streets, Chicago, Illinois

Wabash 3381 — TELEPHONES Local and Long Distance — Auto. 52-191

35.1% Own Automobiles:

"Give us *convincing proof, convincing data* that Hearst's readers are automobile owners and we will discuss this account with you.

"Not an 'I believe they own cars,' nor a 'This card says they own a car and prefer our magazine,' but *sound proof* that they *do* own cars."

That was the last word between an agent handling a large automobile account and a Hearst's representative some two or three weeks ago.

We had no specific data on the subject then.

We felt that as many readers of Hearst's Magazine possessed cars as did readers of any other magazine of any class.

But what we felt to be *the facts* and what the agent controlling that account *believes* are the facts, are quite different.

But the investigation is on and by a *non partisan.*

Nearly fifty thousand names in different states are being compared with the automobile registrations in those states.

To date we have the results from our direct subscription list in Ohio, New York (exclusive of the boroughs of Manhattan, Bronx and Brooklyn), Pennsylvania, Iowa, Illinois and California.

A check of 5,738 direct subscribers in Ohio shows 2,153 are automobile owners..... 37.5%

A check of 8,071 direct subscribers in New York shows 2,825 automobile owners.... 34.8%

A check of 8,020 direct subscribers in Pennsylvania shows 2,546 automobile owners... 31.7%

A check of 2,208 direct subscribers in Iowa shows 737 automobile owners..... 33.4%

A check of 7,098 subscribers in Illinois shows 2,930 automobile owners..... 41.3%

A check of 5,961 subscribers in California shows 1,856 automobile owners..... 31.2%

A digest of New York State gives the following number of different cars owned:

Benz	19	Hudson	76	Packard	79
Buick	161	Hupp	38	Peerless	40
Cadillac	153	Locomobile	27	Pierce Arrow	54
Chalmers	84	Lozier	35	Renault	30
Cole.	28	Marmon	11	Reo	85
Dodge	31	Maxwell	104	Stearns	43
Fiat	25	Mercer	17	Studebaker	101
Franklin	51	Mitchell	45	White	31
Haynes	25	Overland	102	Winton	34

Fords? Yes, 376—Likewise 1 Rolls Royce.

This investigation is proving what we have stoutly maintained—that Hearst's is bought by discriminating people of active purchasing power.

February issue closed with a gain in Advertising over February 1915 of nearly 200%

March forms close February 1st

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Ill.

Member Audit Bureau of Circulations

Today's Brass Tacks Talks

Probably there isn't a more discriminating or successful buyer of space anywhere than Mr. E. Mapes of the Cream of Wheat Company. It is more than a coincidence that Mr. Mapes has spent a greater amount of money in TODAY'S than any other advertiser. For years, TODAY'S has not gone to press without a smiling darkey upon the second cover.

Frank W. Nye

One Sales Manager's Plan to Reduce the "Mortality" of His Sales Force

The Result Was to Decrease Mortality from Thirty-five Per Cent to Less Than Five

By R. E. Dildine

"WHAT is the mortality on your sales force?" When I shot that question at the sales manager of a prominent corporation that does an international business recently it was evident that I had struck a sore spot. He had been talking to me very frankly for nearly an hour about other phases of business.

It was apparent that he knew the answer to my question so well that it hurt him to think about it. He hemmed and hawed and finally said: "It's bad, but I don't think I ought to give you the actual figures. We are undergoing a reorganization that is, in a measure, responsible for a condition that would not reflect credit on the house at this time."

This particular concern is not the only one that is struggling with the problem of supply and demand in salesmen. It is a good 100 to one shot that the house that doesn't maintain a permanent recruiting station for able bodied order producers is either going out of business or doesn't use two-legged selling aids at all.

In many representative organizations I find that the mortality of salesmen runs anywhere from five to thirty per cent of the total number employed, but that doesn't tell the whole story. There are the lame duck salesmen—those that always produce just enough to create hope of better results that seldom materialize. The mediocre men that form a substantial and more or less permanent part of most sales forces are legion. They hold their jobs for just one reason—the scarcity of better men and the fear born of experience that available candidates might prove still less efficient.

It seems that there are not enough *good* salesmen to go around so that every house can have an all-star aggregation. Undoubtedly that is true. Still some concerns have developed a corps of salesmen with individual batting averages above the ordinary. The percentage of lame ducks can be reduced to a reasonable minimum.

"How?" I asked a sales manager who has been credited with an inherent faculty for finding and hiring good salesmen. He built up one large organization decreasing the mortality of its units from about thirty-five to less than five per cent, and raised the average sales per salesman over twenty-five per cent.

THE PROBLEM OF GETTING SALESMEN

"The problem is real enough," he said, "but very few concerns see it as it really is. Perhaps I can illustrate that statement most clearly by relating my experience as sales manager for Blank & Co. This concern produces a staple article of wearing apparel and sells it direct to the retail trade. Distribution is national in scope and about 100 salesmen are employed to work the entire country. When I was placed in charge of this force, at the tail end of a season, I was informed that my most pressing task would be that of hiring about 20 new men to fill actual or impending vacancies.

"Inquiry developed the information that these vacancies were due mainly to inefficiency of the men involved. It was moreover a periodical condition that had become so customary as to be considered almost a necessary evil.

"Sales of about $100,000 a year are considered bogie for a regular, sure-enough salesman in this line. Top liners sell twice that amount and there is a salesman who is

said to have reached the million-dollar mark, but that is another story.

"Blank & Co. had about 25 men in the bogie class or better. Of the others about 50 clung to the ragged edge of respectability by selling just enough to hold their jobs with hope for the future. Each season (every six months) the firm had found it necessary to let out from 10 to 15 unprofitable men and replace them with new candidates. Perhaps two or three of these would make good and stick. Others might hang on for two or three seasons. Some would not last an entire season.

"In reality this concern had a sales force that was about twenty-five per cent permanent and seventy-five per cent transient. There were several reasons for this condition in this particular house which might not apply to every business. It may be an extreme example, but nevertheless there are mighty few concerns that are not struggling with the same problem in some degree.

"The demand for *good* salesmen is heard on every hand. Most any sales manager will tell you that he has a few really capable men, but that he is obliged to fill out his ranks more or less with the best he can get and that means most anything from bad to worse.

VAST FIELD IS OPEN

"There are probably jobs waiting for 100,000 *good* salesmen today if the right men could be found. That figure is the roughest kind of an estimate and yet the picture is not overdrawn.

"It's important, too, for the man who wants to solve this problem to get a broad conception of what he is up against, because there is *some* competition for the services of said *good* salesmen.

"Visualize in certain staple lines alone over 50,000 manufacturers and jobbers that employ salesmen —for example, trade statistics record about 4,500 wholesale grocers, 2,000 hardware manufacturers, 2,000 shoe manufacturers, 1,200 wholesale druggists, 1,000 dry goods jobbers and so on down the line each class or trade comprising from one to several thousand to say nothing of the specialty lines—the insurance companies with their small armies of field men and the large number of organizations that sell a service of some kind.

"Now it may seem like a rash statement to say, in spite of the foregoing picture, that there are thousands of *good* salesmen looking for *good* jobs, but it is true. In most cases the wires are crossed between the man who has the job to offer and the one that wants it. There is no point of contact, that's all.

"Here is a letter in to-day's mail that illustrates this point. It says: 'I am writing you to see if perchance you know of any opening whereby I could better my present position. I find that I have reached about the limit of my possibilities with my present line in this territory. My sales are about $100,000 annually, but I see no chance to increase them. I am not averse to a different line if it is a good one, as I am confident that I can sell anything of merit. Trusting you to regard this letter in confidence, I remain, etc.'

"The man who wrote that letter is now working for Blank & Co. He is a good salesman and has his own situation sized up correctly. The territory in which he sells $100,000 worth of goods yearly consists of just one-half of a small Southern State. He works it with a fine-tooth comb. It just naturally won't yield much more business, and there is no additional territory that the house can give him. I hired this man for Blank & Co. about five years ago. He was then working in the same section selling an entirely different line for a second-rate house. I offered him then just what he wants now, a better line and broader opportunity. However, he didn't apply to me then. I went down there and found him.

"This is not an isolated case. I know a dozen such men that are looking for a better opportunity right now, and I have found and hired a good many in the past.

Blank & Co. used to think I was some kind of a wizard. On the contrary I used the simplest kind

of common-sense methods. In my opinion it is largely a matter of getting the right viewpoint of this problem. A natural or cultivated ability to understand human nature and judge men is no doubt helpful, but it is like being able to recognize gold after you find it. The digging comes first.

"Manufacturers that find it difficult to get or keep good salesmen might study with profit the idea that salesmanship is not a commodity that can be bought at a price. A good many executives seem to view salesmen as chattels. Some try to buy them too cheaply, and others frequently pay too much—to get a man away from another concern. A real salesman is in many respects like a good retailer. He doesn't want just another line, but he is keen for a merchandising opportunity.

"The manufacturer that has found it worth while to study the viewpoint of the retailer and the consumer is likely to have a proposition that will appeal to a good salesman, but the salesman doesn't always know it without being told and sold. Then a good salesman is likely to have a pretty fair job in which case he isn't especially active in looking for another.

"My experience with voluntary applicants for positions has been that very few proved desirable. Before I went with Blank & Co. that concern had depended almost entirely on that source for prospects. It was considered rather undignified and a waste of time and expense to run around the country hunting men and offering them jobs when hundreds of applications were coming in. That was literally what I did, but the task was not as formidable as it might appear, when reduced to a system.

SALESMEN HIRED IN THE FIELD

"I spent from two to three weeks on the road twice a year. Usually I made a circle of the country east of the Rockies with brief stops at important centers of population. My ports of call were not always the same. It depended on the existing conditions in various territories. These trips were made to serve three important functions:

"1. To visualize business conditions and get the viewpoint of retailers at first hand.

"2. To meet and encourage salesmen in their territories.

"3. To meet applicants and ferret out other prospective salesmen.

"In spite of my expressed opinion regarding voluntary applicants I invariably investigated them and arranged a personal interview if correspondence indicated that they might be desirable. Then there was another class of applications—those that I had inspired indirectly—from men that I already knew something about.

"At the start I enlisted the services with excellent results of several dependable salesmen then employed by the company, to act as recruiting agents.

"After my first trip my circle of acquaintances in different sections enlarged gradually among men that were qualified to give me tips when requested or who voluntarily induced good men to apply to me for positions. A few examples will serve to illustrate how the system worked.

"In Georgia we had a good salesman whom I will call Smith. He was a man of mature age and sound judgment whom I knew to be trustworthy. He made his headquarters in Atlanta and having traveled that section for years knew all the live producers in that territory rather intimately. Prior to my trip I wrote to Smith and told him that I needed one or two new men for neighboring States, and asked him to size up some of his acquaintances and give them a tip to apply.

"Some applications would be likely to result. However, I have frequently found that good salesmen are loath to make written applications, especially if they are employed and have no definite intention of making a change. They are usually not averse to dealing through a third party whom they can trust, and Smith nearly always had two or three men waiting to see me when I dropped off at Atlanta.

"I recall one of his applicants that impressed me very favorably but whom I did not hire because we could not agree on terms.

"In fact this man was considering an offer from another house at the same time, and he was trying to play one against the other. Evidently the other house had made him a more attractive proposition than I felt warranted in doing. This meeting bore fruit later, however, because I kept in touch with this man and the following season he procured for me one of the best men I ever hired in the South.

"The foregoing experience is rather typical of the manner in which I found many good men, but all of my own men were not good recruiters. Most of them were willing enough, but I soon learned that only a few could be depended on for discriminating judgment. Some thought it was a good opportunity to do their friends a favor without particular regard for their qualifications. Occasionally a man of that type would help me make a real find.

WAS IT "LUCK" THAT BROUGHT THESE MEN TOGETHER?

"One day I dropped into Chicago on my way East after a hard trip through the South and West. One of my own men met me there and he had in tow several candidates for jobs that he had picked up among his acquaintances in the city.

"Personally this man was a good salesman, but one of the happy-go-lucky type that refuse to take life seriously. He was a little inclined for the bright lights and made friends rather promiscuously.

"His recruits didn't impress me favorably, and I got rid of them as quickly as possible without being offensive. Then he and I sat down for a little talk of mutual interest. He asked me if I had secured all the men I needed for the coming season. As it happened I was considerably worried about two open territories, one in California and one in Arizona and New Mexico. I didn't anticipate that he would be helpful in filling them, but I mentioned my concern regarding the vacancies casually. I had not gone that far West on my trip because of the long jump that it necessitated, and I had hoped to find suitable men in St. Louis or Kansas City but had failed.

"After considering this information my man jumped to his feet suddenly and said: 'I know just the man for that New Mexico territory, and he may be here in Chicago right now.' With that he bolted for the door and called over his shoulder: 'Wait here; I will be back in ten minutes.'

"He returned per schedule accompanied by the man in question, who it developed was then employed by a Chicago jobber to cover the territory mentioned. My man had formerly worked for the same house. This prospect looked good to me, and he in turn was interested in my proposition, but he was conservative. He had what was practically a life-long job on a salary, and my offer was on a commission basis. He had of course given the matter no consideration, and was not inclined to make a definite decision without doing so. The situation called for a little salesmanship in the form of a closing argument, but the best I could do was to get the man to promise that he would give me an answer that night before I left town. He wanted to go home and talk it over with his wife.

"My man had taken part in the conversation, and when he had observed that I wanted to hire the candidate he had warmed up to the task of helping me to sell the proposition. Finally when the prospect started for home my man volunteered to go with him. Several hours later he brought the prospect back to sign a contract after having convinced the wife that the change was a desirable one. Incidentally it proved to be a highly satisfactory connection for both Blank & Co. and the salesman.

"An element of luck undoubtedly enters occasionally in every line of endeavor, and my good fairy must have been at hand on that particular day. After the new recruit had signed his contract in my room the party adjourned to the lobby of the hotel. While we stood there conversing another man walked up to us and greeted

(*Continued on page 25*)

Said one advertiser to another:

in regard to advertising in the engineering-contracting field:

"number of inquiries never used as a basis of determining value of advertising space."

"more inquiries from students and draughtsmen can be obtained from other engineering journals"—

But—

"the real analysis of *returns* demonstrates the *high quality* of Engineering News readers."

"the high editorial standard of Engineering News responsible for real advertising results."

"above statements based on the writer's many years' experience in advertising and give credit to the paper which has shown *best results*."

The name of this advertiser will be furnished upon request.

Engineering News

One of the five Hill Engineering Weeklies published at Tenth Avenue and 36th Street, New York City. The others are *The Engineering and Mining Journal, American Machinist, Power* and *Coal Age*. All members of A. B. C.

Business

BUSINESS preparedness, like national preparedness, is simply being ready at the right time in the right place with the right goods.

But, the problem of preparedness is ***knowing*** what is the right time and which is the right place.

The Mahin Merchandizing Audit is solving this problem for different manufacturers.

Some of them advertise. Some of them do not.

Those who advertise are learning whether or not their advertising is directed to the right people, and whether it is in the right place and of the right style to reach those people.

Those who do not advertise are learning whether or not they should advertise.

All of them are discovering the profitable and unprofitable angles of their sales efforts.

The Mahin Merchandizing Audit is peculiar in itself.

While it was originated away back in the days when the Mahin Advertising Company created the data-built campaign, and has been perfected through the experience of this company, it has the peculiarity of being decisive in itself.

When the audit is completed it shows on its face the answers to every question you can ask about your sales and advertising efforts.

There it is for you—the facts and figures. The answer is written down for you in proven detail.

Naturally our Merchandizing Audit service is very helpful to us in the work we render our customers. We will be very glad to go into details concerning it, by letter or in person—preferably the latter.

Preparedness

A good many advertisers still seem to think that engaging us to make a Mahin Merchandizing Audit for them binds them to place their advertising through us.

This is not the case. The Mahin Merchandizing Audit will be a valuable support to you in your advertising and selling plans, and the audit service can be purchased from us without contemplating anything else.

Suppose you write us for our "Business Symptom Blank," and when you have filled it out we will prepare for you specifically ten tests which will prove to you beyond a doubt whether or not *your business* will be benefited by the Mahin Merchandizing Audit.

It is simply a feature of business preparedness—and the fact that different business concerns, big and little, are using it, is certainly a strong fact in its favor.

The coupon is for your convenience. It is easy to cut it out or tear it out right now and send it. Pin it to your business paper, please, if you do not write.

Mahin Advertising Company
105 S. Michigan Ave., Chicago

SEND ME

the booklets checked below—no obligation on my part:

[ ] Why the Agency?
[ ] The Four Epochs of Success.
[ ] The Folly of Price Cutting.
[ ] The Value of Analysis.
[ ] Requisites of a Successful Salesman.
[ ] Human Appeal in Copy.
[ ] The Little Two-Cent Salesman.
[ ] Putting the Buying Impulse Into Copy.
[ ] Next to Pure Reading Matter.

Name.....

Firm.....

Address.....

Mahin Advertising Company
105 S. Michigan Avenue, Chicago

SEND ME

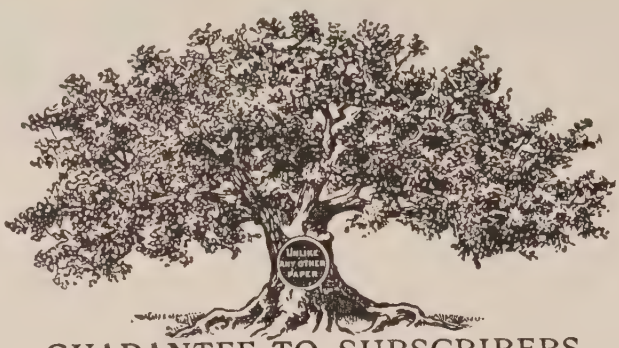
The specially prepared "Business Symptom Blank" for my business

with no obligation on my part

Name.....

Firm.....

Address.....



GUARANTEE TO SUBSCRIBERS

Realizing that persons unacquainted with THE FARM JOURNAL may hesitate to subscribe and pay for five or ten years in advance, we guarantee:

(1) That within three months after paying for THE FARM JOURNAL any subscriber may notify us to stop the paper, and the full amount paid for the subscription will be refunded.

(2) That after three months any subscriber may order the paper discontinued, for any reason, or for NO reason, and the unused proportion of the amount paid for the subscription will be refunded.

Upon this solid foundation thrives The Farm Journal, growing steadily and surely—now well over a million circulation. In having a million, as in this guarantee to subscribers, The Farm Journal is indeed "unlike any other paper." April closes March 5th.

my 'old' salesman in a friendly way. Introductions followed and the stranger entered into the conversation, and in response to a commonplace question of friendly interest he began to talk about his personal affairs.

"It developed that he was the buyer and manager of a retail ready-to-wear garment store located on State Street. His wife had been in ill-health for some time and his physician had advised a change of climate. He had decided to give up his position and go to California without any particular business prospects in view. This man had never sold goods on the road, and was not familiar with my line, but he had salesmanship written all over him. Well, we,—myself and my loyal man Friday,—got this fellow seated at a corner table and sold him a territory in California. He was successful, grew to like the work, and is still with Blank & Co.

"Luck and coincidence in both cases, you say? Yes, it certainly looks that way, but one thing is sure. I would never have found those men back East in my office. At the risk of exciting the ridicule of some very practical persons I will venture another assertion. I have an abiding faith, based on experience, that if a man goes out and makes an earnest effort to find what he wants, it usually turns up sooner or later.

RETAILERS SUPPLY GOOD LEADS

"Next to using my own salesmen as a point of contact with desirable prospects I found some retailers and buyers to be willing and effective aids, and I made it a point to extend and maintain such acquaintances.

"On one of my tours I went out of my way on a side trip of 50 miles to visit a retailer who was a particularly good customer of the house. I wanted to learn and analyze his viewpoint if possible in order to use it as the basis of a selling argument that would be effective in getting other dealers to concentrate on our line.

"He was very much pleased at the attention, and we became very friendly. He even told me voluntarily that our salesman, whom he liked, was doing certain things that were not to his credit or that of the house, and suggested that I might be able to get the salesman on the right track before it was too late.

"Succeeding events verified the retailer's report, except that the salesman did go too far in error, and it became necessary to dispense with his services. When this happened I immediately wrote to my retailer friend and he spent considerable time in sizing up and feeling out all the salesmen that called on him. Eventually he picked out a man employed by a local jobber. This man was successful and showed evidence of having outgrown the opportunities of his line in that territory.

"When I passed through that town again the retailer had the man sold on the proposition, and it was merely a question of putting my O. K. on him, which I did. This man increased the business in that territory over twenty-five per cent in his first season.

"It doesn't follow from the incidents that I have mentioned that I always found it easy to drop in somewhere and find good salesmen waiting to be hired. It was really hard gruelling work. On some trips I have interviewed from 200 to 300 applicants, and hired less than ten of them. Sometimes I was unsuccessful in hiring men that I wanted very much to get, and I recall several cases where I kept after a man for several seasons before I finally landed him.

"As a whole, however, the men I hired proved satisfactory, and it was not long before the mortality of the sales force was greatly reduced, and we had 75 salesmen exceeding the sales bogie instead of 25.

"These results, however, I do not attribute so much to my own executive cleverness as to the fact that my system of finding good men gave me the opportunity to choose from a larger and better assortment than the average sales manager has to draw from."

W. Y. Perry and John E. Lutz have been put in charge of the foreign advertising of the Baltimore *News* in the West, with headquarters in Chicago.

What Makes Salesmen to Department Stores Efficient

The Situation as Seen Through the Eyes of the Average Department-Store Buyer

THE manufacturer who does not choose wisely his representatives who are to wait upon the department stores and specialty shops of this country; train them with greatest care; support them to the limit; and encourage them by every possible means makes a grave mistake.

Business men are learning much from the present European war. Not the least important lesson is that trenches, battle lines and cities are prepared for capture by the bombardment of great guns. Supreme force; irresistible onslaught; continuous bombardment are required to prepare the way for the infantry with fixed bayonets, the cavalry and the light artillery.

Skill, cunning, well-considered specific attack, preparedness, intensive methods, high efficiency, co-operation are the order of things wherever victory rests.

Senator Beveridge in a speech before the Sphinx Club of New York, some time ago, made a very effective comparison based upon his experience as an investigator within the German, French, and English lines last spring.

He described the precision of movement, the lack of confusion, the steady onward, uninterrupted march of many thousands of men and the progress of thousands of tons of munitions toward the front over poor and often very bad roads, and the return of empty wagons and motor trucks in the opposite direction, over the same roads at the same time.

There was not a flaw. Not a break in the steady streams in two directions day and night for days successively. Every man was thoroughly trained. Every man knew his exact duty and did it. There was no disorder. No confusion.

He then described an automobile meet he had attended in the Middle West just before leaving for Europe. The roads were finely macadamized and were some ten feet wider than those followed in the military movement previously referred to. At an outside calculation not more than 2,000 cars were in motion. The confusion was terrible. He was two hours making 15 miles.

Here was lack of order and system. No training; no co-operation; no specific duty for each man; it was simply the idea of each one to "get there" as soon as possible according to his own methods.

Senator Beveridge pointed a moral to the 300 advertising men who listened to his speech that none of them will forget. It would have been well for many manufacturers employing salesmen to the retail trade to have heard that address.

The words "intensive," "co-operation," "efficiency" are coming to have highly significant meanings in the operations of business in these days.

The wise manufacturer begins to realize that these words apply to his sales manager, his salesmen and his representatives quite as well as to his factory superintendent, his mechanical operatives and his clerks and accountants.

Just as wine dinners; entertainments in questionable resorts and poker parties have come to be discountenanced very generally as means of making sales, so has the falseness of the policy become recognized of sending out to represent a manufacturer a man whose only or chief equipment consists of fine conversational ability, winning personality, good appearance, and the social qualities.

The men and women who buy the merchandise for the worthwhile retail stores are intensive merchants. They want to know everything there is to know about any merchandise they consider.

It is of interest to them very often to know how goods are produced and how they sell in other localities. They are interested in the results attained by competing lines. They seek and appreciate all sorts of information bearing on their work and problems. They are hungry for facts and eager for inspiration.

A fine presence; a pleasing personality; an excellent conversational ability seldom fail of appreciation, but they are properly placed in the rank of *adjuncts,* as compared with facts, figures and inspirational suggestions.

In other words it is more important to John Jones, buyer for a big store in New York, to know that Sam Smith, buyer for a big store in Chicago, recently advertised women's fur coats in August at $150 each, payable when delivered in the fall or winter, at an approximate cost of $200 and sold 35 coats, than it is to hear the latest Ford story!

It is far more convincing to Mrs. Robinson, buyer of the hosiery for a specialty shop in Baltimore, to be given the detailed experience of a half-dozen buyers for similar lines in other cities in co-operating with their shoe departments to sell silk hose with every pair of women's shoes, than it is to be regaled with the reflected glamour of New York's "great white way" and a promise to show her the sights when she is on her next buying trip.

The National Cash Register Company, for instance, spends a good deal of money preparing its salesmen before they are even permitted to *see* a "prospect," and everyone knows the results they secure.

The sales manager and a member of the firm of one of the great New York millinery-trimming houses never let their salesmen see visiting trade or go on the road until assured that they are letter perfect in every detail regarding the stock, the fashions for the coming season, the interesting general news of the trade, and all information of possible

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

interest to the house's customers.

Further, the men at home are given additional instructions and information daily during the seasons, and this is sent regularly by post or wire to the men in the field. These travelers are required to send in what information they gather each day for the benefit of all the others.

As a result the house is regarded as headquarters, not for gossip, but for the *facts* of the trade, to its immense advantage.

Anything in the lines of women's apparel is influenced largely by the inspirations of modistes, designers and others engaged in production. Perhaps millinery is more distinctively a thing of inspiration than almost any other line.

The salesmen of this house are constantly in receipt of inspirations from the house. They are engaged because of their initiative and ability to suggest and inspire. The house binds its trade to it by its deep-laid plans of helpfulness, suggestion and inspiration. Every salesman must also know everything there is to know about every item of every part of the line or lines he sells. There is no excuse for ignorance regarding the most minute detail.

MANUFACTURER HIS OWN REPRESENTATIVE, AND OF REAL HELP

A furniture manufacturer who personally attended to all of his more important trade himself, was once asked why he traveled so much and left the affairs of manufacture and accounting in other hands.

His reply was, "When I can get the right man to sell my furniture as *I* sell it, I'll pay him a very large salary, and I'll be glad to stay at home."

You see he was an inspiration to every buyer with whom he came in contact. He knew furniture as few men knew it. He knew "periods" and styles, and decorative schemes, and woods, and finishes, and costs. He knew the preferences of all of the localities in which he sought to sell his product. He knew competitive lines. He knew department store and specialty shop systems. He knew the buyers' routine work "like a book"; he could put "pep" into a group of the furniture salesmen of one of his customers that would last until his next visit. He was a great planner of sales and methods. He would make anything a buyer wanted that his factory could turn out. His middle name was "inspiration."

One of the most successful cheap jewelry salesmen in this country is quite young and full of "ginger." He takes the place of an older man who was retired to the home office after ten years on the road because the house realized that the youngster could represent them to better advantage, not because of his age, but because of his equipment of enthusiasm, inspiration and initiative.

This young chap has made a deep study of department store and specialty shop methods and systems. In his campaign he works systematically on the buyer, the assistant buyer, the salespeople, the advertising manager and the display manager.

When his house brings out a novelty, he sees to it that all of these people in the stores he visits are so strongly impressed with it that they cannot forget it. He is persistent up to, but never beyond, a wise limit.

If one of his customers has a phenomenal sale on a certain style of bar pin or "pinkie ring" he digs backward toward the beginning, like an Australian field mouse, until he finds every fact and discovers every condition that led up to the success. Then he gives the data to other customers in other places—not competitive, of course.

If a buyer has an idea for a novelty, this wise salesman discusses it with him until either it is determined to be impracticable, or a desirable venture. If the latter, he gets his house to produce the goods. He is the greatest little copier and adapter of imported, high-class, costly foreign productions who ever sold goods.

A men's underwear manufacturer who specializes in union

The Boiled Down Opinion of 2000 Men

Some weeks ago we wrote to a list of men who are receiving Collier's, requesting verification of address and an expression of opinion on the publication. The 2000 replies we have analyzed and boiled down and the following table is as near as we can get to a consensus of opinion:

I	read look forward to couldn't do without depend upon	COLLIER'S	regularly each week in my home above all others
IT IS THE	most interesting livest most instructive most popular	PUBLICATION	I know of in the bunch issued I see
AND IS	certainly in my opinion without doubt my family thinks	THE A	indispensable periodical true National Weekly best paper in America weekly necessity

5¢ a copy

Collier's

THE NATIONAL WEEKLY

A. C. G. HAMMESFAHR, *Sales Manager of Advertising*

J. G. JARRETT, *Eastern Manager* J. E. WILLIAMS, *Western Manager*

"Collier's shows the cheapest cost per inquiry and order of all the magazines on our schedule."

This Week—January 15th
"What the Pork Barrel Means," by Burton J. Hendrick.

To-day It Is Not Considered Courteous

To ask the busy business man for a moment of his time unless you have something of mutual interest to discuss.

¶ What we have to say directly affects Your sales plans—it is a worthwhile story of a New, Highly Specialized, Country-Wide merchandising force.

¶ You ought to know the story of this New National Selling Force—unique in plan, purpose, dealer-interest and result-bringing powers for the advertiser.

¶ We want you to know this story for two reasons. The compelling force of The Sperry Magazine tie-up between Mill and Consumer, through the Dealer, will interest you in its bearing on your sales plans—and we are certain your viewpoint will be of value to us.

¶ We won't sell you anything you don't want to buy—but

May We 'Phone
Shall We Write—or
Can We Call?

Half-a-Million Circulation Guaranteed
With Country Wide Dealer-Distribution

THE SPERRY MAGAZINE

FOR THE WOMAN-WHO-BUYS

Two West Forty-fifth Street - New York
WILLIAM STARR BULLOCK, *Business Manager*

suits for men has talked up the superiority of the one-piece garment over the old -fashioned two-piece suit so thoroughly to all of his salesmen that they implicitly believe in it—*an important point.*

His salesmen are taught how to convince buyers, and they are urged to convince salespeople also where they have access to them. This is all reflected in a steadily increasing business. In fact one of this manufacturer's salesmen is called "One-piece Matthews," for he always has the desirability of the union suit on the tip of his tongue. The nickname he has won for himself is really a good advertisement, and a fine asset for himself and his house.

BROAD KNOWLEDGE ESSENTIAL

The salesman for a manufacturer should not be a mere "order taker." He should not only understand his own line thoroughly, and be intimately conversant with competing lines, but he should thoroughly understand department store and retail shop methods and systems; profit ratings; expenses of doing business; advertising and display. And it rests with his employer to see that he *does* know all of these things.

He should be familiar with the system, restrictions and discipline under which buyers work. He should also know the general policy and merchandising methods of every store whose trade he seeks. Any man familiar with retail conditions in New York City, for instance, realizes that in approaching Altman's and the Greenhut Co. he has two entirely and widely different propositions to consider. Their stocks are different. The same thing would apply if he were approaching, for instance, the Richard Hudnut and the Liggett stores; or the Butler Stores and Park & Tilford; and so on through a long list.

These differences not only exist but are very apparent to the trained salesman in every city and town. The appeal that the salesman makes to the buyer must be in keeping with the policy of the house for which he buys merchandise, and the offerings must be in line with the store's merchandising policy.

It is extremely poor policy for a salesman to allow the buyer of a store to form the opinion that his line is high-grade and high-priced, if the store caters to a medium or low-grade trade, and vice versa, yet the mistake is made every day. This often is the fault of poor management on the part of the manufacturer as well as inefficiency on the part of the salesman.

If quality, style and assortment are the points of a line; and if these are the three most important considerations to the buyer, they are the points to be "talked." They must not be confused with anything else, not even *price.* The wise manufacturer will see to it that his salesmen see all "quality" buyers on this basis. The "price" buyers should be seen and talked to on the "price" basis, and the wise manufacturer will see that this is done.

The buyer for a high-class store, serving a high-grade clientèle, will soon sense the incongruity if a salesman approaches him on the price basis and will lose interest. By the same token, the buyer of "price" merchandise will shy at strictly "quality" representation. Some salesmen watch this carefully of their own accord, but the wise manufacturer keeps close trace of them, and *makes sure* they make no such blunders.

The manufacturer's representative, as a matter of fact, in most instances where he is conspicuously successful in representing a line, only *begins* his work by interesting the buyer. He manages to interest also members of the firm, the assistant buyer, the sales force, the floor manager, and the advertising and display managers. He does everything within his power to help these persons sell to the public.

The manufacturer's representative ought to know (possibly with the exception of the actual cost of production and net profits) everything there is to know about his merchandise. He should know everything that the owners of the business, the factory super-

intendent, the operators, the buyer of raw materials, the efficiency expert knows.

He should know competing lines, also, not for the purposes of "knocking," however. The average "knocker" is regarded unfavorably by the average buyer. There are ways of taking advantage of the strong points of one's line, and benefiting by the weak points of a competing line other than "knocking."

The wise manufacturer will see to it that his salesmen are as enthusiastic as a prima donna's press-agent; as cautious as a Trust Company official; as inspirational as a good educator; as observing as a small boy at a baseball game; as steadfast as a mountain; as tenacious as a bulldog; as studious as a chess player; as watchful as a hen guarding her chicks.

He should be learning all the time. Indeed wise manufacturers take into consideration as an important point in favor of a salesman, his capacity to learn, and his ability and willingness to look into the right places for knowledge.

GIVE AND TAKE HELPS MANUFACTURER AND REPRESENTATIVE

The salesman's efficiency must be stimulated from the home office. Very little information in any way pertaining to his line should be withheld from him, and in return he should be required to post the home office on the happenings and conditions of his territory and trade.

The house-organ is a valuable adjunct in this work. The daily, or the thrice- or twice-weekly letter are also valuable stimulants. The salesman who knows he is being "thought of at home," posted, watched and helped, will do the best work, and he will in turn send home valuable information, along with his orders.

The average buyer likes a close relationship with the houses from which he buys. He likes to feel that his trade is appreciated. The good salesman does many things to inspire this feeling. and in these efforts should be backed liberally by the manufacturer.

Finally every manufacturer has, of course, certain rules of business within which his salesmen must operate. He finds, however, that there is occasional pressure brought to bear upon the salesmen by the buyer, for a concession of one kind or another, not necessarily affecting price or profit, but at the time important in the eyes of the buyer.

The salesman most favored by the buyer is the one who either can make such concessions, or who succeeds in getting his house to do so. The salesman who is trained for such emergency is well fortified and has an important adjunct for successful work. If he knows his house, its methods and its policies thoroughly, he can tell with almost unfailing certainty whether or not his house will grant a special request or make a concession, and his own attitude and actions can be governed accordingly at the time the request is made. He avoids stimulating expectations that are later to be disappointed, and exercises his diplomacy while the subject is fresh; or he holds out hopes which he is practically sure he can fulfil, making "capital" out of the transaction.

Manufacturers — train your salesmen to perfection; develop them to the *n*th power; inspire, stimulate, encourage, counsel, watch them. Require them in return to give you facts and news that will be of use to you and your other salesmen, making the relationship mutual. Make each unit help each other unit and you will get best results.

A. W. A. Stuck With Louis Gilman

A. W. A. Stuck, for the past five years connected with Doremus & Morse, the advertising agency of New York, has joined the soliciting force of Louis Gilman's office.

Mr. Stuck will cover the financial district for the list of papers represented in Mr. Gilman's office.

Kennedy With "Etude"

Joseph W. Kennedy has been made advertising manager of *Etude*. He was formerly on the staff of *McClure's, Good Housekeeping* and *Woman's Home Companion.*

"The Common People"

Some Plain Facts About "Quality Circulation"—1

HE LORD
common p
many of th

Mr. Lincoln was of the "common people," a
he saw it.

There are many thousands of very uncommo
"common people" living in Philadelphia today-
perhaps not so uncommon as Abraham Lincol
yet strong types. Of such are the skilled worke
the mill superintendents, the factory foreme
the designers, craftsmen—great guildsmen wl
make "Philadelphia quality," in manufactur
products, a byword of excellence.

Of such are the business leaders, the ambitio
executives, sub-executives and department hea
of business.

Of such are the forward-going departme
store younger people who are being trained
Merchant Princes to be worthy of the Roy
Family of Service and to carry the Sceptre
Success in later years.

PUBLIC

Pri

ust have loved the ple — He made so n." — *Abraham Lincoln*

Of such are the young and old professional men who give Philadelphia law and medicine and architecture and the sciences a world-wide reputation.

To all such the Public Ledger appeals as of kinship in uncommonness.

It is true that Philadelphia has several thousand old families—and very wealthy families—who read the Public Ledger and who are delighted with its great improvement under the Curtis management. But this splendid section of Ledger circulation is necessarily limited as to number, while tremendous in its buying capability.

The larger thousands of its circulation are made up of those people whose chief heritage has been ambition and ability and who, by the exercise of uncommon qualities, have come into possession of better-than-average incomes and better-than-ordinary homes.

LEDGER

Cents

PUBLIC LEDGER
Daily Circulation, 60,000
Rate per line, 20 cents

EVENING LEDGER
Daily Circulation, 100,000
Rate per line, 20 cents

Combined Circulation, 160,000
Combined rate per line, 30 cents

SUNDAY PUBLIC LEDGER
Circulation, 150,000
Rate per line, 20 cents

The SUNDAY PUBLIC LEDGER may be used in combination with EVENING LEDGER of any weekday at combination rate of 30 cents per line.

PUBLIC LEDGER
EVENING LEDGER
INDEPENDENCE SQUARE
PHILADELPHIA

Prest-O-Lite's Campaign Against "Counterfeits"

Fights Substitution with Advertising

THOUGH elaborate machinery for preventing substitution has been established by many manufacturers, the most effective weapon, in the last analysis, has been found to be advertising.

The clever and unscrupulous manufacturer, working with the dealer who sees only the larger profit he can squeeze out of the sale of the counterfeit, can always get the goods over on the strength of the popularity of the real thing —if the public will stand for it. And no amount of inspection work or even prosecutions will weed out the evil completely, as long as substitution proves profitable.

The only sure way to kill the business on a substitute is to arouse the public to such an extent that the name and the label will be given attention. When this happens, there isn't the slightest chance of the masquerader getting by, because the substitution is certain to be detected. It is only when the public is more or less complaisant, and accepts the appearance, rather than the substance, that the opportunities of the substitute and the substitutor are alluring.

The plan of the Prest-O-Lite Company, of Indianapolis, to protect its acetylene tank business is interesting to other concerns which are troubled with substitution for the reason that it involves advertising, and concentrated advertising, to get at the root of the evil. The company does not waive its legal rights, of course, but prosecutes unfair competition of this kind, in many cases successfully; and victories are followed up by a vigorous campaign of publicity to the automobile owner, which emphasizes not so much the rights of the manufacturer as the needs of the consumer, by showing that no substitute can hope to compete with Prest-O-Lite in point of service to the owner.

This educational work is doubly helpful, for it not only warns the automobilist against the possibility of substitution, but makes him more than ever appreciative of the universal service which the company has built up with its large organization for charging and exchanging gas tanks.

In a business like that of supplying gas lighting equipment for automobiles, the trade-mark of the company, while actually stamped on the tank, is likely to be lost sight of. In fact, the average motorist who is using gas lighting—and in spite of the fact that most cars now being put out are electrically lighted, the number of those which are equipped with "Presto" tanks is legion—seldom names the tank when he calls for an exchange. Of course, this is largely due to the fact that it is assumed that a Prest-O-Lite tank will be furnished. It is possible, also, that some owners do not realize that they are getting the benefit of Prest-O-Lite service in securing exchanges, and this is another reason for carrying on the educational work against substitution.

MEETING ARGUMENT OF SUBSTITUTION

The argument of the manufacturer of the substitute for Prest-O-Lite is usually a lower price for refilling, but this is met not only by the claim of higher quality, but by pointing out that the service which goes with the Prest-O-Lite tank is worth so much that the owner cannot afford to be without it.

The difficulties of the Prest-O-Lite Company are increased, of course, by the fact that the tank belongs to the owner, and if he cares to have it refilled with some other kind of gas, he may do so. However, the courts have been holding that if the maker of the material which is substituted does not sufficiently obliterate the original Presto mark, which is

branded into the metal, he is taking advantage of the company by making the tank eligible for exchange at a Prest-O-Lite service station. The usual plan has been merely to paste a paper label bearing the name of the competing concern over the Presto sign, but this does not come within the requirements laid down in several cases by the courts.

The Importance of the Name

Prest-O-Lite

on Your Gas Tank

If you could take your automobile to any dealer, anywhere in the United States, any time you wished, and exchange it at small cost for a *new* car, filled with gasoline and oil, and ready to run—

That would be SERVICE, wouldn't it?

That is precisely what Pres-O-Lite service is. There is nothing else like it under the sun. It has no substitutes And there is nothing cheaper.

Tanks wear out and must be replaced. Valves and other parts must be renewed. The INTERIOR, as well as the exterior, must be kept in condition to give full measure of service. Tanks must be tested to see that they comply with Government regulations as to strength. Large supplies of tanks must be maintained everywhere for the convenience of the user.

All this is a part of Prest-O-Lite Service.

So long as your tanks bear the name "Prest-O-Lite" you may promptly exchange it for what is practically *a brand new* Prest-O-Lite, full of purest, cleanest gas, and ready to use—ANYWHERE and EVERYWHERE.

But if your tank does NOT bear the name "Prest-O-Lite" plainly plated on the tank itself, we cannot be responsible for its exchange and repair, nor for its external nor INTERNAL condition.

Remember that no person or firm can "refill" and abuse Prest-O-Lite tanks—the law does not permit it. All he can do is to take your Prest-O-Lite tank away from you, and give you in return a nameless and fatherless thing (not a Prest-O-Lite), backed by —what?

Think Twice before you allow any one to substitute a tank which has no connection with Prest-O-Lite repair and exchange service.

When you turn in your empty tank to be exchanged for a full one. see what you get in return.

Look for the Name Prest-O-Lite

Look at your tank to-day. If you have already been silently imposed upon, consult us or any dealer handling genuine Prest-O-Lite, and arrange NOW to be protected.

The Prest-O-Lite Co., Indianapolis, Ind.

Represented In Louisville By All the Leading Automobile Dealers and Garages

NEWSPAPER COPY TO COMBAT COMPETITION

Some of the concerns which are competing with the Prest-O-Lite Company are selling gas-making machines, priced low enough to induce a good many people to enter what appears to be a lucrative business, that of refilling Prest-O-Lite tanks on autos and motorcycles. Consequently the substitution — to include under this general name the sale of a substitute, whether by actual deception or not—has been practiced over a fairly large territory, making it worth while to prepare a planned campaign against it.

Newspaper advertising has been regularly employed in cities where it is found that competitors are refilling Prest-O-Lite tanks in number, the ads occupying eight inches by three columns, and enabling the company to display the announcement effectively. The caption employed is, "The Importance of the Name Prest-O-Lite on Your Gas Tank."

Then follows a line of educational talk regarding service, as follows:

"If you could take your automobile to any dealer, anywhere in the United States, any time you wished, and exchange it at small cost for a *new* car, filled with gasoline and oil, and ready to run—

"That would be *service,* wouldn't it?

"That is precisely what Prest-O-Lite service is. There is nothing else like it under the sun. It has no substitute. And there is nothing cheaper.

"Tanks wear out and must be replaced. Valves and other parts must be renewed. The *interior,* as well as the exterior, must be kept in condition to give full measure of service. Tanks must be tested to see that they comply with Government regulations as to strength. Large supplies of tanks must be maintained everywhere for the convenience of the user.

"All this is a part of Prest-O-Lite Service.

"So long as your tank bears the name 'Prest-O-Lite' you may promptly exchange it for what is practically a *brand-new* Prest-O-Lite, full of purest, cleanest gas, and ready to use—*anywhere* and *everywhere.*"

The following is displayed in black-face italics:

"But if your tank does *not* bear the name 'Prest-O-Lite' plainly plated on the tank itself, we cannot be responsible for its exchange and repair, nor for its external nor *internal* condition."

The remainder of the announcement reads:

"Remember that no person or firm can 'refill' and abuse Prest-O-Lite tanks—the law does not permit it. All he can do is to take your Prest-O-Lite tank away from you and give you in return a nameless and fatherless thing (not a Prest-O-Lite), backed by —what?

"Think twice before you allow anyone to substitute a tank which has no connection with Prest-O-Lite repair and exchange service.

"When you turn in your empty tank to be exchanged for a full one, see what you get in return.

"Look for the name Prest-O-Lite.

"Look at your tank to-day. If you have already been silently imposed upon, consult us or any dealer handling genuine Prest-O-Lite and arrange *now* to be protected."

In addition every automobile owner in the affected territory is circularized, and the importance of the subject and its interest to owners justify the use of a three-page form letter, as well as a booklet and a reproduction of the newspaper ad, which are enclosed.

The circular is headed, "A Frank Explanation to the Motorists of Blank County and Vicinity."

The opening paragraphs of the letter follow:

"Several automobile owners in Blank and vicinity have recently complained to us that our dealers in neighboring towns would not take in their empty tanks and give them full Prest-O-Lites in exchange.

"In every case we have found that these complainant motorists were not using Prest-O-Lite at all, although they thought they were.

"The tanks which occasioned these complaints were imitations and counterfeits, which are not accepted anywhere for Prest-O-Lite service.

"If your gas cylinder bears the word 'Prest-O-Lite' on its surface, big as life and no doubt about it, we stand responsible for the service and satisfaction it gives and accept it, when empty, for our repair and exchange service. Otherwise, we do not.

"Unfortunately, there are too many automobile owners who think they are using a mere 'tank' which anyone can 'fill with gas.' This is not true. (See pages 5 and 6 of the enclosed booklet.)

"Prest-O-Lite is not merely a tank, and not merely a kind of gas. *Prest-O-Lite is a permanent, universal, dependable system of lighting service.*

"When your Prest-O-Lite is empty and you take it to a Prest-O-Lite dealer, you do not merely 'leave it to be filled.' What you really do is to exchange your empty cylinder for practically a brand-new Prest-O-Lite in good repair, full of the purest form of dissolved acetylene, and ready to use."

The letter emphasizes the service feature, and also goes into detail regarding the factory end of the business, explaining that the packing and solvent must be properly cleaned, maintained and replaced, and that cylinders which are merely "refilled" by makers of substitute gases soon get out of condition, thus demonstrating why the Prest-O-Lite Company cannot exchange such cylinders.

The latter gives the names of the local dealers supplying Prest-O-Lite tanks for both automobiles and motorcycles.

The eight-page booklet which is enclosed with the letter carries on the front cover the words, "Counterfeits are being 'passed' on Prest-O-Lite Users."

The booklet covers the same ground as the newspaper ad and the letter, only in more detail. The following interesting suggestions regarding the attitude of the owner toward the dealer who substitutes are made:

"The dealer who took in your empty Prest-O-Lite and palmed off a counterfeit on you *defrauded you.*

"He took your Prest-O-Lite and perhaps sold it, and in exchange for it gave something that is almost worthless, hoping that you would not notice it.

"If a counterfeit has already been palmed off on you, go right back to the unscrupulous dealer

and make him give you back your Prest-O-Lite.

"If he does not promptly comply with your demand, write us about it, giving us the dealer's name, and we will take the necessary steps, at our expense, at once.

"Any Prest-O-Lite user who has been swindled in this way may have our help in recovering possession of his Prest-O-Lite, if he would write us about it."

Sub-captions in the booklet, printed in red, are "The Careless Owner Is Easily Defrauded" and "What Prest-O-Lite Service Really Is."

The attitude of the courts regarding the protection of the rights of the Prest-O-Lite Company is indicated by the fact that Judge Walter Evans, of the Federal District Court at Louisville, recently signed a temporary restraining order against the Sun-Lite Company, of that city, prohibiting it from refilling Prest-O-Lite tanks with Sun-Lite gas. The plaintiff's contention was that the Prest-O-Lite Company's name on such tanks as had been taken in had not been sufficiently obliterated, and hence its responsibility regarding them had not been lifted. The restraining order is effective until the case can be heard on its merits.

G. E. Snyder With Potts-Turnbull Agency

Glenn E. Snyder has resigned from the advertising department of the *Fruit Grower and Farmer,* St. Joseph, Mo., to join the Potts-Turnbull Advertising Company, Kansas City, Mo. For several months he was traveling representative for the paper in the Western territory, and more recently has had complete charge of the advertising department of that publication. Prior to this, he was solicitor on the staff of the *Daily News Press,* also of St. Joseph.

Sandusky Cement Company to Advertise

The Sandusky Portland Cement Company, Cleveland, Ohio, will advertise the Medusa brand of Portland cement, also Medusa waterproofing. Farm papers in the Central States, country-life magazines, and trade and technical journals will be used. The H. K. McCann Company is handling the account through its Cleveland office.

Vital Statistics of American Publications

THE 1916 edition of the *American Newspaper Annual and Directory,* published by N. W. Ayer & Son, has appeared, with revised lists of publications and circulation statistics. The general plan of the work is unchanged from the 1915 edition.

There are listed in the book 24,589 separate publications, a net loss for the year of 135. This number includes, however, the publications of Canada, Newfoundland, Alaska, Hawaii, the Philippines and Porto Rico, besides those of the United States. In our own country alone 22,896 publications are listed, a net decrease of 148; in Canada, 1,549—a decrease of eight.

Monthly publications show the largest gain in numbers, with an increase of 70; but this is more than offset by the loss of 224 among the weeklies. Every section of the United States shares in the decline in the number of weeklies with the exception of the Pacific Coast States. Weeklies still comprise almost 70 per cent of all publications, but as communities become older and larger the local news weeklies grow into dailies, combine with one another or else give up entirely, where too many of them were making a bid for popular favor. It is to be expected that the Far Western States will follow the trend in not many years, when weeklies will fall away in that section.

Daily issues appear to be almost stationary. In the United States and Canada there are now published 2,599 dailies—17 less than a year ago.

The *Directory* follows the precedent set last year of not accepting for inclusion in its pages the advertising of publishers.

Leopold Flatow With Albert Frank & Co.

Leopold Flatow has been appointed manager of the sales department of Albert Frank & Co. and will take charge of this department on the 15th of this month.

"Here in New York"

This is the name of a new department in The Designer. It mirrors conditions in the metropolis in a light way yet with insight; sends New York to the women who cannot come here.

Billy Sunday

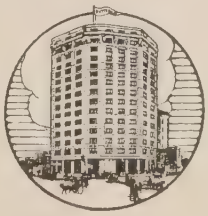
on "The Influence of Motion Pictures" in the February issue, prefaces with characteristic remarks the publication of letters received in our moving picture contest.

The Designer is always practical but never heavy.

The Designer

One of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit on a guaranteed circulation of 1,400,000. The other two members of The Trio are The Woman's Magazine and The Delineator

16 VANDAM ST., NEW YORK



Oklahoma Offers

THE DAILY OKLAHOMAN

During 1915 the Oklahoman showed a net gain in advertising in excess of 500,000 agate lines over the previous year.

This gain was due to three causes: First, results. Second, the wonderfully prosperous condition of Oklahoma. Third, the services and co-operation the Oklahoman gives to its advertisers.

The coming year promises fair to be the most prosperous in the history of the state. Manufacturers who have not marketed their goods in Oklahoma will do well to investigate its resources. We are prepared to furnish data and assist in the securing of agents or dealers wherever possible.

Put Oklahoma on your map. Put the Oklahoman on your list.

Members of A. B. C.

OKLAHOMA PUBLISHING CO., Publishers

OKLAHOMA CITY, OKLA.

REPRESENTATIVES:

THE E. KATZ SPECIAL ADVERTISING AGENCY,

New York, N. Y.
15-19 Madison Square N.

Chicago Ill.
Harris Trust Bldg.

Kansas City, Mo., Waldheim Bldg.

Opportunities

THE OKLAHOMA TIMES

has been purchased by the Oklahoma Publishing Co. whose intention it is to spare neither effort nor expense to make the Times a credit to its city and its publishers.

During the next year The Times will show a steady, consistent growth due to many improvements planned and to the efficiency of the experienced organization behind it.

Contracts may be made for one year at the present low rate of the Times with the certainty that the advertisers will receive value extraordinary.

Members of A. B. C.

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BUILDERS *of* AMERICAN BUSINESS

CHAS. ELLIOT WARREN, PRESIDENT
OF THE LINCOLN NATIONAL BANK

"Your Magazine of Business has been read by me regularly, and I have found much of value and interest in it. SYSTEM is a publication that should be on the desk of every business man. Bankers especially should not be without it."

Chas. Elliot Warren

NUMBER XXXIX in the series of portraits of readers of SYSTEM

What a Young Man Should Know Who Goes into Advertising

Views of Earnest Elmo Calkins, John Lee Mahin, S. C. Dobbs and Others

By J. B. Powell

Instructor in Advertising, University of Missouri

WHEN a young man has completed a course in engineering in most any of the leading engineering schools, he has received thorough instruction in higher mathematics and the theory of the various branches of the profession. More than this, however, when he gets through school he knows how to run a surveying instrument and how to mix concrete. At least one of the leading agricultural colleges requires its students actually to put on overalls and work on a farm for a certain number of months before he can get his degree.

The question is, will it ever be possible for the universities and colleges to go this far in the training of young men in advertising and marketing?

In the last four or five years, courses in advertising and allied subjects have been added in most of the leading universities and colleges. Some of these courses are serious attempts to teach advertising and others do not amount to much outside of the catalogue announcements. Competition among universities is just about as keen as competition in business. When the professor in home economics at one university announces that she will teach her young women students the art of bathing babies, a rival university across the State line is pretty sure to announce in a short time that the young ladies in that school will be taught how to mop a floor and how to wash windows.

So we have courses in advertising and still more courses in advertising. Some are practical courses where students are taught how to write advertisements, by actually writing advertisements for merchants, and other schools teach advertising by lectures from a book on advertising that was written by a man who compiled the book from other books on advertising. And then there are Y. M. C. A. courses in advertising and high-school courses in advertising.

Last year the Associated Advertising Clubs of the World got most of the teachers of advertising together in one room at the Chicago convention and told them to organize themselves and do something.

This organization has promise, for one of the first things done was to appoint a vigilance committee to censor the announcements the various schools were putting out about their courses in advertising and marketing.

An attempt has also been made to systematize the research work that several of the schools are conducting, so that each school can devote its energies to some specific problem in advertising. This will be a great relief to many practical advertising men who heretofore have been asked by from one to a dozen schools to explain why 12-point or 72-point type was used in a certain ad when 36-point was the correct size from a "psychological" standpoint.

TEACHES MEN TO KNOW HUMAN NATURE

PRINTERS' INK in the last few years has printed a great deal about education for advertising men, and has done much to encourage the various schools to organize courses in advertising. It has also done a great deal to point out many of the follies in advertising courses. A recent article on the "Hiring of Advertising Assistants," that I read to a class of about 30 young men and women who expect to enter advertising work, did them more good, I think, than anything else they have heard this year.

About a year ago, PRINTERS' INK said editorially:

"Not a month goes by but sees another college, enlightened at last, installing a more or less satisfactory course. Will it soon become the fashion for those needing advertising men to apply to our colleges, as technical manufacturers apply to our technical schools?"

In the last three or four years the writer has had considerable correspondence with various men well up in the advertising field as to what the college should offer the young man who would prepare himself for advertising work. There are hundreds of young men employed in advertising offices who are debating the question whether they should take one of the college courses in advertising, or whether they should stay on the job and "work into the business." Then there are about 30 or 40 professors in the various schools who are also wondering just how advertising should be taught. For this reason, the writer believes that some of this correspondence is too valuable to be stored away and he trusts the persons who wrote the letters will pardon the liberties, since it is all in the interest of improvement for the profession.

Two years ago I had considerable correspondence with E. R. Bowen, advertising manager of the Avery Company, at Peoria, Ill., regarding a man for his office. Here are Mr. Bowen's requirements:

"Our company has had some unfortunate experiences in our attempts to take on college men and we would only consider a man in case he fully understood how much he really had to learn before becoming a really valuable man in this business and was willing to make the proper effort and take the necessary time to do so. The trouble we have had with most of these men has seemingly been the fact that they have thought that they ought to be able to run the business before they really got a fair start. We tried out one man a couple of years ago from the University of ———; put him down in the factory and gave him what the writer believes to be the best training of any man we have ever put on, and after he had had this training he became very critical because of imperfections which not only he but everybody else can see and which, however, others in the business world are endeavoring to eradicate, while he was unwilling to stick at the job. He also failed to realize that the learning of the job was not the important thing and did not entitle him immediately to be transferred to some higher position, but that a man was taught a job primarily in order that he might do it for at least a reasonable length of time, and he also failed to realize that, after all, the learning of the rough outline of the job is nowhere near as important as the fine details which only come through having worked at a thing for some little time.

"Most college men have enthusiasm and it is not difficult also to get energetic men, but the thing that we find lacking from a business standpoint is the knowledge. In our line of business a man should know farming to a certain extent and should also know farmers. The best combination possible would be a man who had had farming and retail business experience."

"BELIEVE WHAT YOU WRITE," SAYS C. A. BROWNELL

C. A. Brownell, advertising manager of the Ford Motor Company, in a letter on the same subject, said:

"If you can get into the minds of students the great fundamental point of *sincerity* in writing copy; of the copy-writer weaving himself into the product he is describing, we will have accomplished a very long step in the building of good advertising in the future. Not simply the writing of sentences smoothly; not the use of flowery language; not merely the effort to paint with words, or the striving after artistic copy. But to get down to the hard, commonsense talk of the day, using the language of the salesman behind the counter, and to be honest about it, believing themselves in

The Magazine that is the back-bone of the advertising campaigns of over 400 leading schools and colleges must necessarily wield a marked influence in a large number of the best homes of this country.

COSMOPOLITAN enjoys this distinction.

COSMOPOLITAN
Member of A.B.C.

Facts About Selling Opportunities

By THE PHILADELPHIA BULLETIN

Business is booming in Philadelphia—it is increasing every month. Bank Clearings for 1915 broke all former records—exceeding 1914 by more than 950 Millions of Dollars. Building operations for 1915 showed increase of $4,000,000 over 1914. Deposits in all Philadelphia National Banks, Trust Companies and Savings Institutions for 12 months ending November 10th, 1915, increased $156,947,587 over the nearest corresponding period of 1914—and raised total to the unparalleled sum of $888,865,504. An average of more than 1 out of every 4 people in Philadelphia has a savings bank account—average deposit $476.

MORE than one million people residing in 371,360* homes, in which The Philadelphia Bulletin is read each day, comprise the great majority of the entire population of Philadelphia—representing the third largest market in the United States.

Philadelphia is acknowledged the greatest of home building and home owning cities in America and is truly "the city of homes." There are 430,000 properties in Philadelphia including about 360,000 separate dwellings. Philadelphia has more than 40,000 business and professional offices, more than 8,000 manufacturing plants and more than 7,000 mercantile establishments.

During December an average of 371,360 copies of THE BULLETIN were sold daily. These were distributed:

In the City of Philadelphia and Camden - - - - -	285,752
In the Suburban District (within 40 miles of Philadelphia) -	55,645
In the country (outside of the Suburban District) - - -	29,963

Among the towns included in the Suburban and Country Districts are:

Allentown, Pa.	*Downingtown, Pa.*	*Lancaster, Pa.*	*Salisbury, Md.*
Atlantic City, N.J.	*Doylestown, Pa.*	*Media, Pa.*	*Trenton, N.J.*
Bordentown, N.J.	*Dover, Del.*	*Mt. Holly, N.J.*	*Vineland, N.J.*
Bristol, Pa.	*Glassboro, N.J.*	*Norristown, Pa.*	*West Chester, Pa.*
Bethlehem, Pa.	*Hammonton, N.J.*	*Pottstown, Pa.*	*Wilmington, Del.*
Burlington, N.J.	*Harrisburg, Pa.*	*Pottsville, Pa.*	*Woodbury, N.J.*
Chester, Pa.	*Jenkintown, Pa.*	*Phoenixville, Pa.*	*Wayne, Pa.*
Conshohocken, Pa.	*Lansdale, Pa.*	*Quakertown, Pa.*	*York, Pa.*
Columbia, Pa.	*Lansdowne, Pa.*	*Reading, Pa.*	

You can *at one cost* reach the greatest number of possible consumers in this market each day by concentrating in the *one newspaper* which is read in 371,360 homes, *equivalent to 20 per cent. of all the homes in Pennsylvania.*

Philadelphia Bulletin readers buy each day an average of more than

$600,000 Worth of Foods	36,000 Pairs of Hosiery	3,600 Pairs of Corsets
$29,000 Worth of Men's Clothing	35,000 Pounds of Coffee	3,600 Pairs of Gloves
$27,000 Worth of Women's Apparel	18,000 Sets of Underwear	3,600 Pounds of Tea
$22,000 Worth of Cottons	11,000 Pairs of Shoes	3,500 Hats and Caps
$18,000 Worth of Silks	11,000 Men's Collars	1,700 Barrels of Flour
$18,000 Worth of Furniture	7,000 Men's Shirts	600 Automobile Tires
$12,000 Worth of Paints	5,500 Pounds of Cocoa	38 New Pianos
$5,000 Worth of Millinery	5,500 Men's Neckties	30 New Automobiles

The opportunity to forge ahead, increase your sales and build up permanent and profitable business is here, in Philadelphia, among the Bulletin families. On request we will secure an analysis of trade conditions and selling possibilities for your particular business.

*371,360 people buy The Bulletin each evening and the members of their families make the total readers 1,114,080. This allows only 3 persons to each family, whereas U. S. Government Census Statistics give 4.7 persons to each family in the United States.

Philadelphia, January 6, 1916. Copyright 1916. William L. McLean

what they write; having a personal faith in the merits of the articles they are advertising, and having such integrity and confidence that they will sell themselves on the article—that's the way to win out. The man who writes simply to prepare copy; who does not use it, and does not believe in it, should not expect that I, the reader, should have any faith in it."

Earnest Elmo Calkins, of Calkins & Holden, New York, the author of some excellent books on advertising, was asked the specific question whether he thought the college could take over the work of preparing young men for work in advertising and if one of the young men who had finished one of the courses applied to him for a job, what he would expect him to know?

Mr. Calkins said:

"The college can probably do this just as well as it prepares a man for any other field of work. The college is preparing men for railroading, medicine, manufacturing, retail storekeeping, law, architecture, and other things, or at least college graduates go into these different fields after more or less experiment or lost motion. I do not think that any college is yet prepared to give as thorough a course in advertising as a law school gives in law or a medical school gives in medicine. But even the graduate of Johns Hopkins University with a degree and with a record of careful work behind him, is mighty glad to accept the position of interne for two or there years to get some actual practice.

"Advertising may or may not be a profession. A man does not get an important position in any other business, such as chief clerk or head of department in a railroad, floorwalker or manager of a department store, or other lines of commercial work, without many years of apprenticeship—sometimes as many as ten, or twelve, or fifteen. So if you consider advertising a business, the time of service is even longer.

"In my agency there are eight departments. If one of these young men approached me for a job it would be pretty difficult for me to know just what he should know, for each department requires a very different kind of preparation. One department requires a thorough knowledge of advertising mediums — newspapers, magazines, billboards, street cars, statistics of population, circulation, literacy and buying power. Another department concerns itself entirely with the proper selling of goods. The men doing this work must have had actual experience on the road and in selling goods behind the counter. Other departments concern themselves with the physical appearance of advertising. These men must know how to write selling copy, how to arrange the type display, how to handle the art work in designing, and must have had a wide range of technical experience in regard to printing, engraving, paper, color work, too infinite to catalogue here.

"I would say that any young man whose college education had not made him too snobbish to begin at the beginning and accept a small salary, just as men in other professions have to do, who had had experience in a country newspaper office in soliciting advertising, writing copy and setting type, who had worked in a country store as a clerk behind the counter, and who had in addition, sold goods upon the road as a traveling salesman, and who knew how to express all these experiences in good, terse English, easily understood by the masses, would be a promising beginner in the work of advertising. After that it would depend on himself."

WITH BASIS OF FUNDAMENTALS AND PRACTICAL EXPERIENCES

John Lee Mahin, another author of advertising texts, said:

"If a young man approached this organization with an open mind, a willingness to learn and an unmistakable evidence of industry and power of concentration, I wouldn't care very much what he had studied.

"If my boy was ready to come out of college, I would expect him to have a thorough knowledge of history, English, economics, and I

would like to have him put in his vacations doing investigatory work in connection with the Mahin Merchandising Audit or in calling on retailers and consumers and checking up the effects of local and national advertising on our established methods of distribution.

"If he knew something about psychology, physics, chemistry, accounting and the fundamentals of law, I am sure it would be good for him.

"Another line I would like to have him experienced in would be as a reporter on a daily newspaper, where he would get training in quickly seeing things with the eye of the masses."

Harry Tipper, of the Texas Company, of New York, and chairman of the committee on colleges and universities of the A. A. C. of W., and himself a teacher of advertising, has the following requirements:

"I would say that my requirements for a job in advertising for a graduate of an advertising school would be as follows in about the order named:

"1. A knowledge of news values and human interests.

"2. A knowledge of English.

"3. A knowledge of this application to copy.

"4. A knowledge of the arrangement of copy in its primary and secondary necessities.

"5. A knowledge of printing, of engraving, color processes, combinations, harmonies and contrasts.

"6. The functions of the media of advertising, their costs, methods of paying them and general limitations of their use.

"7. Selling and buying, markets, methods of distribution, general business economics, and a good, sound general business training.

"In other words, he would first be put at the operating end just as an engineering school graduate first acts as a road man or surveyor, and he would progressively use the other things as he grew in the department. He would not require the more advanced work for the first years of his practical operation, but he would be required to know that advanced work and to deal with it as it came up in his growth."

TRAINING COUNTS, BUT THE MAN COUNTS MORE

S. C. Dobbs, of the Coca-Cola Company, Atlanta, has the following to say about young men who might desire to work in the advertising offices of the Coca-Cola Company:

"In the past the best business men were supposed to be the so-called self-made men who came to town barefooted, and who worked as laborer and on up. But I have never been able to understand why a man should be handicapped in a race any more than you should load a horse down with a heavy wagon when he was going out to trot against other good horses pulling a bicycle sulky.

"I do not think any college or university can make an advertising man any more than a university can turn out a good lawyer or a good doctor. They can prepare them to become good advertising men. . . .

"The trouble in the past has been that so many of our young college graduates went out into the work with their diplomas, knowing all about football and baseball scores, but did not know how to draw correctly a promissory note and were unwilling to learn. They do not accept minor positions, depending upon their college training to help them along their advancement. However, the universities and colleges are beginning to realize the importance of a commercial department, and if they install the right kind of instruction will, within a decade, be able to eradicate this prejudice.

"A young man coming to me for a place as assistant in the advertising department, bringing with him a diploma from some good school, would undoubtedly receive more consideration than an untrained man. However, I would not expect him to immediately take my place as director of the department of publicity. But with the fundamentals which any good school of commerce or advertising should be able to teach him, if

"Some were running around aimlessly in circles, tearing with frenzied fingers at their eyes as the liquid burnt through to their brains; others were biting their own hands and arms in an effort to set up a counteracting agony; all were shrieking with pain. . . ."

Not a "pretty" story is "The Silent Death"—the first comprehensive description of war with gases and liquid fire; the first eyewitness description, right out of the trenches; the first that has gotten past the censors.

But if you want to know what modern warfare *really is,* read Dr. William Alderson's article in this week's Leslie's. This is the second of a remarkable series—"The Suicide Club" in the December 30 issue was the first.

Part of Leslie's job as the one great illustrated weekly newspaper of America is to "cover" the war more effectively than any other periodical; we're doing it—and at the same time "covering" the rest of the important news of the world.

The result is the largest net-paid circulation (413,000) of any ten-cent weekly or of any $5-a-year periodical.

the man in question had the right sort of stuff in him he would be able to advance much more rapidly than the untrained man."

W. E. Haskell, publisher of the Chicago *Herald,* has the following to say regarding the young man who applies for a job in the business department of his paper:

"The quality we are looking for in advertising men is clean-cut, honest salesmanship, elements of which the individual must have within him.

"Of course you can teach students the technicalities of advertising, but salesmanship ability can only be acquired by actual practice in the field.

"If the graduate of a course in advertising should apply for a position with us, we should expect him to know the everyday technicalities of space and price, but above all, we would expect him to know human nature and to demonstrate his capacity for selling a proposition.

"We recruit practically all of our advertising staff from the classified staff. This classified department is a practical school in which the young men learn to sell space in a small way, and have the opportunity of developing whatever natural ability as salesmen they may possess.

"Journalism is a business which is changing from year to year, and all of us are learning something new every day. As wide and catholic a course of study as possible gives the student the best chance to succeed in this business."

LIVE THE BUSINESS, SAYS EDISON

To the foregoing symposium might also be added Thomas A. Edison's advice:

"I would say, when you get a job, pitch in and pay no attention to the clock or the man ahead of you. Take more interest in the business than the old man himself. Think shop; talk shop. Then when you think you ought to have a raise, go to the Old Man and say you want to quit. He will not let you. He will either raise your salary or take you in as a partner."

However, advice is cheap—every bank ad points the way to success—so we will stick to the main question:

What should a young man know who plans to go into advertising work?

Outside of the common qualities of honesty and industry and horsesense, he should have a fairly good academic education, with special emphasis on English, economics, history, and a science or two. Then he should have professional training in the theory of accounting, advertising, and marketing, and business economics. Then he should have practical or laboratory instruction in salesmanship and writing of advertising, printing, engraving, reporting.

At least a half dozen of the larger universities and colleges are already offering these courses either as parts of journalism departments or commerce departments. Statistics collected last year showed that there are now more than two dozen schools offering some kind of a course in advertising and allied subjects to an enrollment in the neighborhood of a thousand. Surely it will not be very much longer before "those needing advertising men will apply to our colleges" to quote again PRINTERS' INK.

Swift's Profits 2 8/10 Cents on Each Dollar

The annual address of L. F. Swift, president of Swift & Co., Chicago, to stockholders states that the gross business for the fiscal year ended September 25, 1915, involved more than $500,000,000. The profit for the year was equal to about 2 8/10 cents on each dollar of sales. The net profits are placed at $14 087,500, equal to 18.7 per cent on the $75,000,000 capitalization.

President Swift states that in 1915 the company paid the stockraiser more for cattle than in 1914 and at the same time sold beef to the retailer at a lower price, notwithstanding that the earnings for the year increased over four and a half million dollars. How this was accomplished is thus explained:

"We were able to do this because we obtained more money from the sale of by-products. Compared with previous years, the additional value realized from hides, fertilizer, soap and other by-products during 1915 was greater than our entire profit on the cattle.

"In 1915 profits on beef, including by-products, have not been greater than the average. For the year the profits are approximately ¼ cent per pound."

Judge has the largest *subscription* circulation of any humorous periodical in the world.

Out of our total editions of 175,000 copies, over 85,000 go every week direct-by-mail to good homes, where not just one, but every member of the family reads it. Some 5,000 more copies go direct to clubs, fraternity houses, Pullman cars, etc., where each copy is read by scores of people.

Real humor, superbly illustrated, makes Judge a periodical especially appreciated by its readers.

If your product is one that's sold to the kind of people who pay $5. a year for a "jolly reading companion," you can profitably advertise it in

Judge

The Happy Medium

Member Audit Bureau of Circulations
Member Quoin Club, The National Periodical Association

(A miniature reproduction of one of the fifty illustrations in a recent issue of Judge)

Photoplay
Remarkable

PHOTOPLAY MAGAZINE has passed the quarter million mark.

Over One Million people read it every month.

It is strictly a home publication.

It is read by every member of the family.

It has only started.

Watch it in Nineteen-Sixteen.

What is the answer? How was it accomplished?

The answer is—

That over Thirteen Million people attend motion picture theatres in the United States every day.

That the industry has reached fifth place among the industries of the country, in amount of capital invested.

That more people are actively interested in photoplays today than in politics, religion, or any other great popular interest.

Photoplay Magazine guarantees every advertiser to its readers.

Advance

Old Rate

Full page (224 lines)	$150.00
Half page (112 lines)	75.00
Quarter page (56 lines)	37.50
Per agate line (less than 56 lines)	.75

New Rate, going into effect with April issue, closing Feb. 12.

Average **250,000 circulation,** 95% net paid, guaranteed.

New Rate

Subject to change without notice.

Full page (224 lines)	$200.00
Half page (112 lines)	100.00
Quarter page (56 lines)	50.00
Per agate line (less than 56 lines)	1.00

Minimum space accepted 7 lines.

Back Cover (4 colors)	$800.00

Cash in on
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Photopla
350 N. Clark

Magazine's Achievement

PHOTOPLAY MAGAZINE more than doubled its circulation during Nineteen-Fifteen.

This was done without solicitors or premiums—without artificial stimulus of any kind.

Over 90% is newsstand circulation. The wise advertiser knows what that means.

This great circulation has been achieved—

By the production of a magazine which creates such reader interest and responsiveness that nearly five thousand letters are received by the editors of the magazine every month from these enthusiastic readers.

By giving the patrons of the Photoplay just the information they want—by giving this information in just the way they want it.

The advertising rate constitutes a wonderful buy.

Note the class of advertisers who have realized the efficiency of this magazine in reaching the real buying public.

In Rates

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or Nineteen-Sixteen
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Magazine
t, Chicago, Ill.

Circulation

July, 1913	17,000 circulation
May, 1914	70,000 circulation
May, 1915	170,000 circulation
November, 1915	240,000 circulation

And with the December issue over a Quarter of a Million circulation. 95% net paid.

Member Audit Bureau of Circulations.

Bona Fide Orders

Received prior to February 12th with definite schedules protect you at the old rate during 1916.

A copy of the magazine will be sent on request.

Buy Your Paper As You Do Your Space

Bermingham & Seaman offer you the same service in buying paper, as your agency does in buying space. We place at your disposal an organization of experienced men whose incomes depend on their ability to help you get the best results in buying paper. They will not try to sell you one brand to the exclusion of another.

We furnish paper for any advertising purpose, yet you deal with only one firm. Our service is nationwide. We have offices in every advertising center. We are the largest organization of our kind in the country, disposing of the entire output of a number of the biggest mills.

Try out our service on your next booklet, catalogue, circular or house-organ. Although we supply many of the largest printers, advertisers, publishers and mail-order houses, no order is too small to receive our painstaking attention. Suggestions, dummies and samples cheerfully and promptly furnished.

BERMINGHAM & SEAMAN COMPANY

Radium Folding Enamel—Samson Offset Opacity—Crystal Enamel—Advance Bond —Elite Enamel—and other leading brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Buffalo Detroit

Odd Turns in the Foreign-selling Scheme

Manufacturers Often Win in an "Impossible" Market by Adapting Themselves to Changed Conditions

SELLING playing-cards was the topic under discussion in a group of men who are keen trade students—anent the report that there is a market in China for showy American cards. Where there would have been, a few months ago, only amused incredulity, there was manifest an "important if true" attitude with respect to this new sales opportunity.

"Have you heard the story of the American playing-card manufacturer who has just made a killing in South America?" inquired the commercial agent from the Department of Commerce by way of introduction to his contribution to the symposium.

"Well, this manufacturer," he continued, "went down to Washington before he set out for South America in order to get any advice he could. Everybody he saw at the capital discouraged him as much as possible. They pointed out that the Latin-Americans have their own games; that they do not know or understand our cards, and all that sort of thing. But the playing-card man was not to be balked; he went anyway, unconvinced.

"A few weeks ago he came back, after several months in South America, and went to Washington again—with a smile that was more eloquent than words. When his advisors inquired how he had made out, he said 'Fine,' and went on to relate that he had done the biggest business of his life. He told how he had gone among the people of all classes in the South American countries and how he had personally taught them to play the American card games. Finally he let his auditors into the real secret of his success. 'And I always told the natives down there,' the card-man said, 'that when they could not win with a pack of cards the thing to do was to throw that pack away and get another because it was hoodooed.'"

Manufacturers may question the ethics of this particular method of stimulating sales, but at least the story points two morals. One is, of course, the folly of giving too much heed to adverse advice. The other has to do with the value of the injection into a foreign sales campaign of some odd twist, some element of human interest, some clever conceit in practical demonstration that may be at variance with all the standard formulas of advertising and selling, but that may win the day, nevertheless.

China, to which the eyes of many American manufacturers are now turning with ever-increasing interest, is a market which affords exceptional opportunity for the exercise of Yankee ingenuity and adaptability. The chance to have American playing-cards push out the Chinese "sparrow cards," if our manufacturers will only go to the trouble to put out cards with Chinese numerals and with backs adorned with gaudy Chinese characters, is but one of a number of similar openings. In some instances American manufacturers have already created a demand for their goods by some queer maneuver. Just fancy, for example, China acquiring the American ice-cream habit simply because of the activities of American manufacturers of condensed milk and similar products, who now sell millions of cans a year as a result of their missionary work.

CHINA INFLUENCED BY ADVERTISING

Freak sales stunts are all very well in their way, but if experience in China is any criterion there is nothing like backing up the personal selling scheme with liberal advertising, in the native language, of course. To such an advertising campaign is due the circumstance that the Chinese are to-day heavy purchasers of "West-

ern" tooth powders and pastes, whereas a few years ago they had never heard of such American essentials.

The outside world is prone to regard the Chinese as rutty and conservative to a degree. As a matter of fact, they are quick to adopt an idea that is accounted progressive. In proof of it, only take the example of cigarettes. When the first large delegations of Chinese young men came to the United States as students, Chinese smokers were wedded to the pipe—and not the jimmy pipe, either. Now, under the unconscious tutelage of the rising generation fresh from America, China has developed a consumption of millions of cigarettes annually. American chewing-gum is to come next—an American manufacturer has just received a report to the effect that he has every chance to make a ten-strike if he will but wrap his gum in Chinese-printed wrappers.

Speaking of Chinese trade brings to mind the fact that the recent heavy decline in the sale of American cotton goods in China, due to Japanese competition with its lower prices, only goes to emphasize what is very generally apparent, that the United States must in its foreign trade depend to an ever-increasing degree upon those specialties and novelties in the production of which Yankee inventive genius excels. It was the American harvester, the American sewing-machine, the American cash-register, the American film camera, the American typewriter and the American talking-machine that made the first spectacular conquests of foreign markets, and it must be on other similar original conceptions that we must rely for the expansion of the future. Given the thing that is distinctly different, be it a new breakfast food, a patent suspender or a mechanical toy, there is need of originality in selling methods. But, on the other hand, the mere fact that it is an innovation he is handling frees the sales manager from all the conventions and precedents that might obtain in the case of a staple product.

From Cape Cod to Greece may seem a far cry, but when an American manufacturer of paper boxes heard that the Massachusetts cranberry-growers were planning to market their product in package form he asked himself why there should not be a sale for similar containers for the currants which comprise one of Greece's chief sources of income. Now, considerable quantities of paper cartons are shipped from the United States to Patras every year. Even more diverting is the story which comes from the Azores of the transplanting of an American idea. There are no railroads, street-cars or telephones in Fayal, and a Yankee automobile salesman who stopped off between steamers hit on the idea of establishing a "jitney" line. He sold 14 low-priced American cars for the new service before he went merrily on his way.

NIMBLE IRISH MIND ADOPTS OUR THUNDER

Once in a while, however, Americans in the foreign trade have to step lively to keep up with the ball they set rolling. In Ireland—where everything American is looked upon with especial favor—a large portion of the consuming public will have no flour except that which comes in sacks ornamented with a vivid representation of the Stars and Stripes. Of course, all such flour was, at the outset, imported from the United States, but within the past few years certain Irish millers have learned that under our trade-mark laws nobody can get any protection for a mark or label consisting of the American flag, and they have accordingly commenced putting out "Made in Ireland" flour bearing the familiar American emblem. Now the American firms are rather put to it to hold the trade that they fostered on the basis of national prestige.

Nimble wit in turning local conditions to account has won many sales for American firms in difficult markets. This is the whole secret of the recent heavy sales in various tropical countries of steel filing equipment, desks, sectional bookcases, etc., of Ameri-

can make. This metal furniture, and likewise safe cabinets, have proved a godsend in a number of countries where the humidity plays havoc with wood furniture. One American manufacturer of typewriters, taking a leaf from the same book, is gaining a lead on his competitors by putting out a "rust-proof" machine. Whether the elimination of nickel-plating, etc., will benefit the operation of the machine is an open question, but certain it is that the rust-proof finish will make a world of difference in the appearance of a typewriter after it has been in service for six months or longer.

Rendering the foreign consumers familiar with all the possibilities of an American mechanical contrivance has proved in many instances a short-cut to the well-filled order-book. It has been due to clever demonstration work, more than to anything else, that the L. E. Waterman Company is now able to dispose abroad of more than one-third of its entire output of fountain-pens. A salesman who has been swinging around the circle abroad for the manufacturer of a well-known check-protector has aroused all the wonderment of a Houdini before small audiences. He has shown his ability successfully to "raise" a check protected by any one of the rival machines on the market, and in the light of his revelations there has been nothing for the average prospect to do but to purchase his machine, even though it is about the most expensive of the line.

HOW TALKING-MACHINE COMPANIES STUDIED FOREIGN CONDITIONS

In the gentle art of getting next to the consuming public in the uttermost parts of the earth there has perhaps never been anything equal to the work of the emissaries of the foreign record departments of the Victor Talking Machine Company and the Columbia Graphophone Company. Here the proposition has been complex because it has not been merely a case of selling models or goods prepared primarily for the American trade, but of catering to local taste with offerings adapted to each respective country. Accordingly, it was necessary for the trade-getters first to make a study of local conditions regarding the standing and popularity of native musicians and entertainers; then to enlist the services of these artists in making sound records, and, finally, to come back and sell the completed product to more or less skeptical auditors. In China it has been necessary to make records in a number of different dialects, and on a recent tour the recording experts assembled for recording work and transported from place to place an orchestra of sixteen Chinese musicians. Incidentally, the foreign trade in American-made talking-machine records may be cited as one of the instances that illustrate how entry into the export trade sometimes enables an American manufacturer to play both ends against the middle. It has turned out in the talking-machine field that a number of records that were made, originally, solely with a view to trade overseas have unexpectedly proved big sellers here in the United States.

ANOTHER INSTANCE OF ADAPTATION THAT WINS

Conformity to local preferences in the finish of goods and in packing is so old a story that there is no excuse for harping on it here. All the same, the subject does take a novel twist now and then. Some time ago an American manufacturer of safety razors, whose business in France was not making the headway that he thought it should, received a quiet tip to the effect that things might be better with him if he would concentrate his selling efforts on silver-plated razors instead of nickel-plated ones. He followed the advice and it worked like a charm. The explanation given was that Frenchmen have long been accustomed to silver-plated razors in the old familiar style, and that with the French appreciation for appearances they were loath to accept any new-fangled razor that, whatever its mechanical advantages, did not appear as attractive as the old type.

One of the object-lessons inci-

dent to the present war conditions portrays how the American manufacturer may, under certain circumstances, hook up different classes of his products to the manifest advantage of each. Russia is the scene of this particular masterpiece in salesmanship. Russia, it seems, has been sorely in need of binder twine—so much so, indeed, that the Russian Government, to avert a threatened famine, placed an order with one American concern for more than $1,000,000 worth of twine. Now, as it happens, some, but not all, of the American producers of binder twine are also manufacturers of binders and other agricultural machinery. It has been found that in the present crisis in Russia the firms that put out both twine and machines have a tremendous advantage with respect to the sale of their machinery. So marked, indeed, has been this advantage that certain American manufacturers of binders who do not make twine have found it expedient to buy it from the producers in order to sell both articles in conjunction to the Russian dealers.

Russia, it may be added, seems to be a coming field for the American export trade of the future, and a number of far-sighted Yankee manufacturers already have demonstrators and trade missionaries in the field in an effort to capture trade by any legitimate means. As an initial victory it is announced that the Russian sawmill industry seems likely to be revolutionized by the recent introduction and energetic demonstration of American swaged saws. It is just coming out, too, that quantities of goods of various classes heretofore marketed in Russia under the "Made in Germany" slogan are in reality of American manufacture, so that in certain lines it is merely going to be a case of Americans claiming their own. Even Yankee-made typewriters have been going into Russia branded as of German origin.

American manufacturers are in many instances learning, as a result of the war, that the international parcel post is a medium not to be despised in winning and holding export trade. Some of our foreign rivals, unfortunately for us, have been just as quick in learning this lesson. Indeed, it is whispered that the international parcel post has in this crisis about proved the salvation of the cheap-watch industry of Switzerland.

A feature of domestic selling in the United States that is being introduced abroad with advantage by a number of American firms is the instalment plan. In Trinidad up to a few years ago instalment selling of sewing-machines was unknown. An American company introduced the weekly-payment plan, and during the first year sold over 1,200 machines, all cabinet styles, at prices ranging from $21 to $67, whereas previously the only sewing-machines on the market had been the cheap hand-power models retailing at prices of $5 to $9, and, moreover, a total of no more than 900 of these cheap machines had ever been sold in any one year.

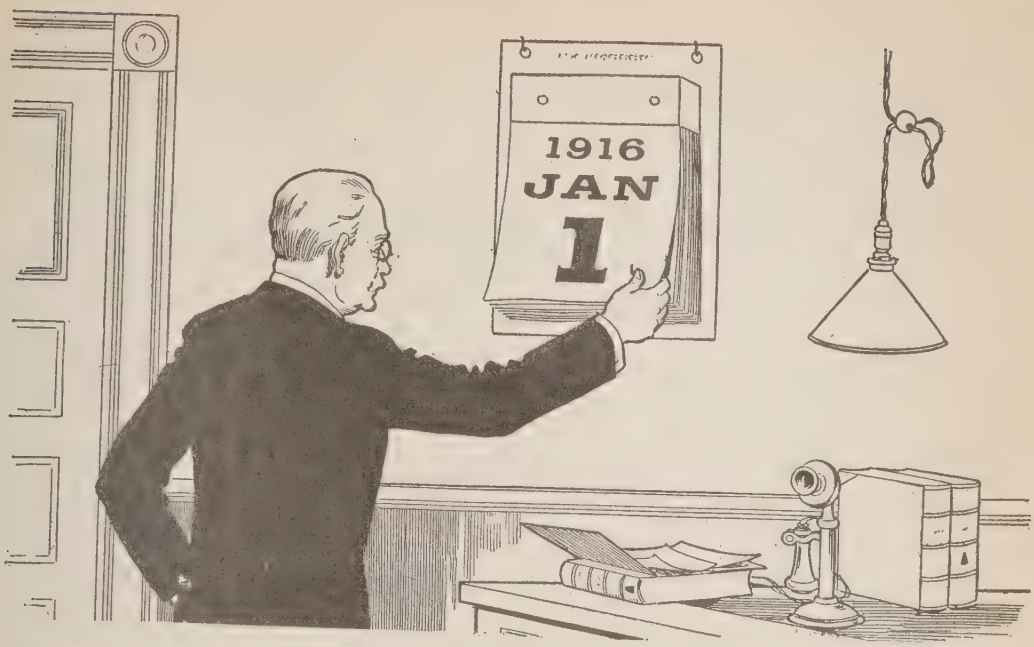
Manufacturer's Advertising for Home Trade

Robert Montgomery, manager of the commercial department of the Louisville Gas & Electric Company, recently shot a few holes in the "Patronize home industry" idea in an address before the manufacturers who have recently established a Made-in-Louisville exhibition of a permanent character. He called attention to the fact that asking home people to buy locally manufactured products purely on that ground is not likely to get results, but that quality and other factors must make the proposition attractive in comparison with the goods of outside concerns.

"The only way to get people to buy your products, and induce dealers to handle them," Mr. Montgomery said, "is to advertise, make them known and create a demand. The manufacturer should give as much attention, in the way of advertising and sales work, to his home market as he does to cities far away. If he did that he would have so many talking points for his product that he would not need to appeal to local patriotism for support."

Gray Crane With "Better Farming"

Gray Crane has resigned as Western manager of *Holland's Magazine* and *Farm and Ranch,* of Dallas, Texas, to become general manager of *Better Farming,* of Chicago. For the present he will be located in the East, with headquarters in New York.



"A Bigger, Better Business for 1916"

Of course you're looking forward to bigger things for 1916 —a better business.

That's going to head your list of New Year resolutions—isn't it?

While you are at it, make number two on that list read,—"I'm going to work New England thoroughly. Take Massachusetts, for instance. It's densely populated and mostly urban, the people are easily reached, and they are worth a special effort because their buying power is high.

"I'm going into Metropolitan Boston—the Gateway to New England. From there I'll spread my sales-net. I'm going to get my share of the $1,535,000,000 on deposit in New England banks (over $899,000,000 of it being in Massachusetts banks)."

And make resolution number three read:—"I'm going to base my plans on cold-blooded facts. I'm going to cast prejudice and sentiment to one side. I'm going to know all the whys and wherefores. I'm going to pin my faith to the BOSTON AMERICAN — New England's Greatest Home Newspaper."

Write that down as an honest-to-goodness resolution — and stick to it!

Why? This space is too small to tell you why, but a simple request will bring you valuable information concerning the newspaper situation here in Boston, New England as a market, and detailed information covering the 39 cities and towns of Metropolitan Boston — the Gateway to New England.

If you are interested in the dealer-attitude toward certain phases of advertising and merchandising campaigns, and want such information for your files, we shall be glad to supply it.

We believe in co-operation. Furthermore, we believe it will pay you to find out just what this co-operation means to you.

BOSTON AMERICAN

NEW ENGLAND'S GREATEST HOME NEWSPAPER

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

Member Audit Bureau of Circulations

The Rule of Reason Sustained by the Rule of Thumb, as Shown by the Persistent and Consistent Gains of

The New York Tribune

"The Tribune has led the way for newspapers to be absolutely clean."
THE FOURTH ESTATE.
January 1st, 1916.

AGAIN—Truth has prevailed. The public has declared in favor of clean publishing. Advertisers have shown they prefer to keep in good company. You must recognize the authority of The Tribune in the metropolitan newspaper field. Consider the record, consult the figures. The honest advertiser who believes in his own goods must also believe in The Tribune.

Increase in Circulation for the Year
Daily 36% Sunday 66%

By proclaiming a single standard of truth in news, editorials, and advertisements, The Tribune appeals to a growing clientèle of responsive and responsible readers—the class which every high-grade advertiser wishes to reach.

Both daily and Sunday made a distinct gain during every month of the year. The hundred-thousand mark was reached in November for the daily, an increase of more than 36%. The Sunday delivers a balance on the gain side of 66% for the year. The average combined Daily and Sunday shows an approximate 40% increase.

Consider—The Tribune is non-returnable. It employs no dubious inflation methods—its figures are not juggled by ways dark and devious. All statements are subject to the approval of the Audit Bureau of Circulations. You get exactly what you buy in The Tribune—save that more rather than less is the promise which past performance justifies.

By keeping clean, maintaining a straightforward policy, adding always new features, and mustering the aid of master-minds in all lines—The Tribune has come into its own. Weigh it, compare it, judge it for WHAT IT IS AND WHAT IT IS CERTAIN TO BE.

The New York Tribune

First to Last the Truth—News—Editorials—Advertisements

Making Advertising News Count to the Utmost with Trade Agents

By Alfred H. Bartsch

Advertising Manager of Bosch Magneto Company, New York

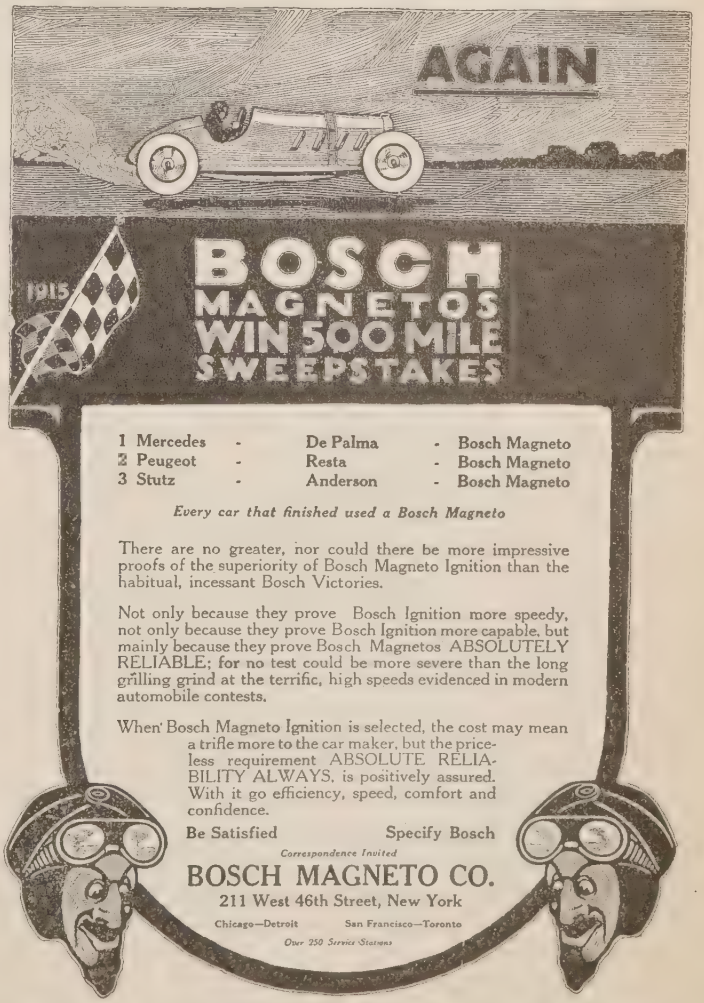
THE biggest advertising problem of the manufacturer in the technical field is, no doubt, to make his message to the public at once vital and attractive. But hardly second to this is the task of helping to keep the sales organization on its toes; the advertising department cannot escape a debit or credit on that score. And then, again, if the product is of the nature of an attachment to or replacement in another machine, there is the mingled difficulty and opportunity of a co-operative campaign glorifying the attachment without criticising the machine.

Until about two or three years ago none of these questions presented any difficulties for the Bosch Magneto Company. The product itself dates from 1886. Its big history, so to speak, began in 1903, when Jénatzy won the classic James Gordon Bennett automobile race in Ireland. His Mercedes car was "Bosch-equipt," and that really made the Bosch magneto internationally known so far as anything outside of its own utility could do.

From that time down to recent years it was advertised almost exclusively by its devotees to so good a purpose that for a long time the American company, which began in 1906 with a one-room office to handle the imported mechanism, had only production problems to solve, for without any organized promotion it was continually outgrowing its factory facilities. It now has two permanent factories, one in Massachusetts and one in New Jersey. Its two-millionth magneto came into being last summer, and the rate of production has now reached more than 200,000 a year.

LINE AND FIELD ENLARGING

For a long time automobiles have ceased to be the only market. Motorcycles, motorboats, aeroplanes and gas engines of all types, stationary, locomotive and portable, furnish a fast-enlarging field. The line has expanded: spark-plugs were added many years ago,



CLASS-PAPER ADS FEATURING BOSCH WINS HAVE ALMOST PUT ITS BRAND ON THE WORDS "AGAIN" AND "OF COURSE"

Ford outfits about two and one-half years ago and about one and a half years ago lighting and starting equipments were also being produced.

It is only natural that the company should have grown with the automobile industry. The magneto had, in fact, been no small factor in influencing the industry's growth, because it had provided a superior form of ignition to the previously ailing gas engine, and so helped to put the gasoline car ahead of the electric and steam vehicles, which at that time appeared as strong competitive possibilities. Following Jénatzy's demonstration in the Bennett race, and succeeding demonstrations, the high-grade gasoline cars practically all installed the company's magnetos, and they are now installed in the majority of gasoline cars made throughout the world.

With this success new problems arose. The company now had a large factory and an output which must be taken care of whether the automobile industry flourished or languished. Two hundred thousand magnetos and an ever-increasing production of other Bosch products must be sold every year. The word-of-mouth advertising of its devotees could no longer be depended upon to provide an uninterrupted demand. To keep it at the same high level, to increase it, and to insure the future by wise publicity in the present were the imperatives that called advertising to the front.

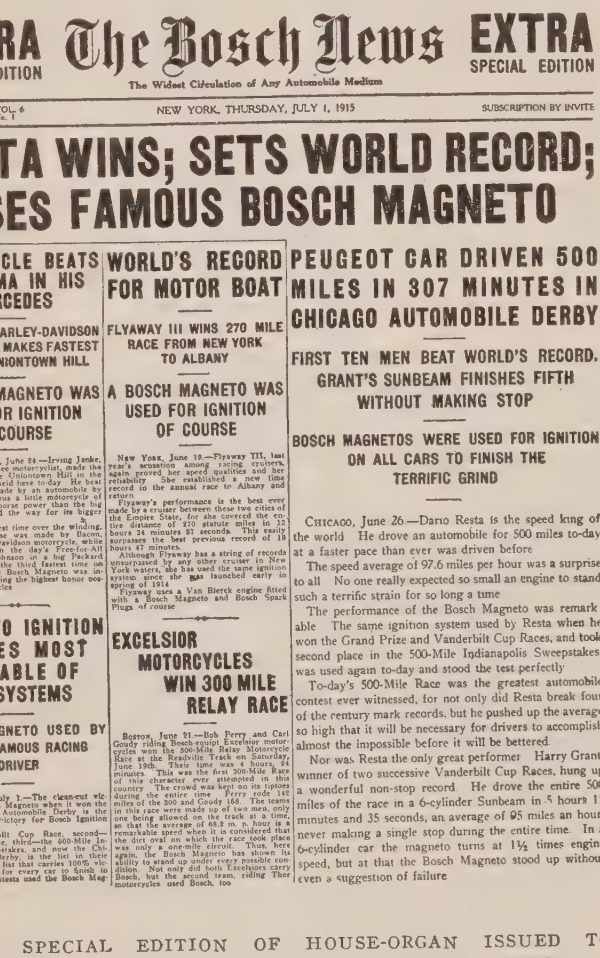
By this time, in 1913, the American Bosch company was one of an organization which covered the globe. The Bosch Magneto Company of New York is a separate company, headed by Otto Heins, manufacturing under the patents and having the selling rights in United States, Canada, etc.

The company employs no traveling salesmen and does business entirely through, first, five branches, located in New York, Chicago, Detroit, San Francisco and Toronto, and, second, 50 distributors and 250 supply stations scattered over the country, both the latter classes of representatives being under contract. This organization is known as the Bosch Service.

The general sales operation is similarly simple. Each branch has a sales territory of its own in which it supplies dealers. In addition, it supervises a certain number of distributors. Each distributor has a territory and supervises some supply stations. The supply station, in turn, sells the dealer and consumers in its territory.

Lastly, the company, through its branches, deals directly with the

(*Continued on page 69*)



EXTRA SPECIAL EDITION

The Bosch News

EXTRA SPECIAL EDITION

The Widest Circulation of Any Automobile Medium

7th YEAR VOL. 6 No. 1 — NEW YORK, THURSDAY, JULY 1, 1915 — SUBSCRIPTION BY INVITE

RESTA WINS; SETS WORLD RECORD; USES FAMOUS BOSCH MAGNETO

MOTORCYCLE BEATS DE PALMA IN HIS MERCEDES

JANKE ON HARLEY-DAVIDSON MOTORCYCLE MAKES FASTEST TIME ON UNIONTOWN HILL

A BOSCH MAGNETO WAS USED FOR IGNITION OF COURSE

Uniontown, Pa., June 24.—Irving Janke, the young Milwaukee motorcyclist, made the fastest time on the Uniontown Hill in the hill climb contest held here to-day. He beat the fastest time made by an automobile by 11 1/5 seconds; thus a little motorcycle of considerably less horse power than the big cars easily showed the way for its bigger brothers.

The second fastest time over the winding, mountainous course was made by Bacon, also on a Harley-Davidson motorcycle, while the time made in the day's Free-for-All event, won by Johnson in a big Packard car, was actually the third fastest time on the hill. Thus the Bosch Magneto was instrumental in gaining the highest honor possible for motorcycles

MAGNETO IGNITION PROVES MOST RELIABLE OF ALL SYSTEMS

BOSCH MAGNETO USED BY EVERY FAMOUS RACING DRIVER

New York, July 1.—The clean-cut victory of the Bosch Magneto when it won the famous Chicago Automobile Derby is the fourth clean-cut victory for Bosch Ignition this season.

First—Vanderbilt Cup Race, second—Grand Prize Race, third—the 500-Mile Indianapolis Sweepstakes, and now the Chicago 500-Mile Derby, is the list in their order. It is the list that carries 100% victory for Bosch, for every car to finish in these famous contests used the Bosch Magneto

WORLD'S RECORD FOR MOTOR BOAT

FLYAWAY III WINS 270 MILE RACE FROM NEW YORK TO ALBANY

A BOSCH MAGNETO WAS USED FOR IGNITION OF COURSE

New York, June 19.—Flyaway III, last year's sensation among racing cruisers, again proved her speed qualities and her reliability. She established a new time record in the annual race to Albany and return.

Flyaway's performance is the best ever made by a cruiser between these two cities of the Empire State, for she covered the entire distance of 270 statute miles in 12 hours 34 minutes 37 seconds. This easily surpasses the best previous record of 18 hours 47 minutes.

Although Flyaway has a string of records unsurpassed by any other cruiser in New York waters, she has used the same ignition system since she was launched early in spring of 1914

Flyaway uses a Van Blerck engine fitted with a Bosch Magneto and Bosch Spark Plugs of course

EXCELSIOR MOTORCYCLES WIN 300 MILE RELAY RACE

Boston, June 21.—Bob Perry and Carl Goudy riding Bosch-equipt Excelsior motorcycles won the 300-Mile Relay Motorcycle Race at the Readville Track on Saturday, June 19th. Their time was 4 hours, 24 minutes. This was the first 300-Mile Race of this character ever attempted in this country. The crowd was kept on its tiptoes during the entire race. Perry rode 147 miles of the 300 and Goudy 168. The teams in this race were made up of two men, only one being allowed on the track at a time, so that the average of 68.2 m. p. hour is a remarkable speed when it is considered that the dirt oval on which the race took place was only a one-mile circuit. Thus, here again, the Bosch Magneto has shown its ability to stand up under every possible condition. Not only did both Excelsiors carry Bosch, but the second team, riding Thor motorcycles used Bosch, too

PEUGEOT CAR DRIVEN 500 MILES IN 307 MINUTES IN CHICAGO AUTOMOBILE DERBY

FIRST TEN MEN BEAT WORLD'S RECORD. GRANT'S SUNBEAM FINISHES FIFTH WITHOUT MAKING STOP

BOSCH MAGNETOS WERE USED FOR IGNITION ON ALL CARS TO FINISH THE TERRIFIC GRIND

Chicago, June 26.—Dario Resta is the speed king of the world. He drove an automobile for 500 miles to-day at a faster pace than ever was driven before

The speed average of 97.6 miles per hour was a surprise to all. No one really expected so small an engine to stand such a terrific strain for so long a time

The performance of the Bosch Magneto was remarkable. The same ignition system used by Resta when he won the Grand Prize and Vanderbilt Cup Races, and took second place in the 500-Mile Indianapolis Sweepstakes, was used again to-day and stood the test perfectly

To-day's 500-Mile Race was the greatest automobile contest ever witnessed, for not only did Resta break four of the century mark records, but he pushed up the average so high that it will be necessary for drivers to accomplish almost the impossible before it will be bettered.

Nor was Resta the only great performer. Harry Grant, winner of two successive Vanderbilt Cup Races, hung up a wonderful non-stop record. He drove the entire 500 miles of the race in a 6-cylinder Sunbeam in 5 hours 15 minutes and 35 seconds, an average of 95 miles an hour never making a single stop during the entire time. In a 6-cylinder car the magneto turns at 1½ times engine speed, but at that the Bosch Magneto stood up without even a suggestion of failure

EXTRA SPECIAL EDITION OF HOUSE-ORGAN ISSUED TO TRADE WHEN IT CAN BEAT OUT TRADE PAPERS BY A FEW DAYS

The greatest number of the right kind of readers

OVER 2,000,000 *is* the greatest number of readers.

Also we are in a particularly fortunate position to show you most definitely and conclusively that ours *are* the *right kind of readers*.

In short we have the greatest number of the right kind of readers—and can prove it.

AMERICAN SUNDAY MAGAZINE

CHARLES S. HART, Advertising Manager

220 FIFTH AVENUE
New York City

Over 2,000,000 Circulation

911 HEARST BUILDING
Chicago

Will They Serve

Lent begins Ash Wednesday, March 8, 1916, continuing for forty days; ending April 22, 1916.

There are fifty-two other fast days scattered throughout the year in addition to above.

The story of this fast day consumption by the 70,000 women buyers in families on TRUTH'S subscription list, and the 8,104 women buyers on TRUTH'S institution list should appeal to the advertising agents and managers who divide your appropriations.

$10,028,717.60

was expended by the buyers on TRUTH'S subscription list for dinner on the ninety-two fast days throughout the year.

$8,205,314.40

was expended by the women buyers on TRUTH'S subscription list for luncheon on the ninety-two fast days throughout the year.

$4,558,508.00

was expended by the women buyers on TRUTH'S subscription list for breakfast on the ninety-two fast days throughout the year.

This purchasing power should appeal to the merchants supplying the following breakfast products:—

Breakfast

Post Toasties, Quaker Oats, Shredded Wheat, H. O. Oatmeal, Kellogg's Toasted Corn Flakes, Aunt Jemima's Pancake Flour, Gold Medal Flour, Hecker's Flour, Empress Coffee, Golden Dome Coffee, Hotel Astor Coffee, Yuban Coffee, Tetley's Tea, Ridgway's Tea, Monogram Tea, White Rose Tea, Phillip's Cocoa, Houten's Cocoa, Jack Rose Cocoa, Baker's Cocoa, Sun Kist Oranges, Grape Fruit, Log Cabin Maple Syrup, Moro Molasses, Karo Corn Syrup, Eggs, Butter, Lard, Domino Sugar, Royal Baking Powder, Davis Baking Powder.

Advertised Foods?

This purchasing power should appeal to the merchants supplying the following luncheon products:—

Luncheon

Fould's Spaghetti, Royal Lentils, Golden Egg Macaroni, Mosca's Macaroni, Mueller's Macaroni, Little Boy Blue Noodles, Maull Bros. Macaroni, Freihofer's Noodles, Leiderkrantz Cheese, MacLaren's Cheese, Shefford's Snappy Cheese, Sun-Shine Biscuits, Frisbie Cookies, Huntley & Palmer's Biscuits, Ivin's Biscuits, Hunt's Canned Fruits, Montclair Canned Fruits, Nesnah Desserts, Pousse Cafe Jelly, Knox's Gelatine, Nut-Let Peanut Butter, Mazola Salad Oil, Lea & Perrin's Sauce, Heinz's Pickles, Leonard's Horseradish.

This purchasing power should appeal to the merchants supplying the following dinner products:—

Dinner

Normanna Sardines, Skipper Sardines, Tuna Fish, Seatag Oysters, Gorton Codfish, Argo Salmon, Booth's Sardines, Beardsley's Codfish, Marshall's Kippered Herring, Deer Island Canned Clams, Pioneer Minced Sea Clams, McMenamin's Deviled Crabs, Shell Fish, Salt and Fresh Fish, Smoked and Dried Fish, Burnham & Morrill's Fish Flakes.

TRUTH goes to press for the March edition February 15th.

TRUTH goes to press for the April edition March 15th.

TRUTH goes to press for the May edition April 15th.

This affords an opportunity during these three months to reach the Lenten consumers.

TRUTH'S circulation and business integrity is guaranteed by the Audit Bureau of Circulations report, completed November, 1915, which announces that TRUTH MAGAZINE had an average monthly circulation during the year 1915 of 70,000 paid subscribers at $2.00 each. Official report of this audit will be mailed to any person on request.

TRUTH has existed eighteen years on its subscription receipts alone. This is the first year TRUTH is seeking national advertising patronage.

JOHN J. O'KEEFFE, PRES.

TRUTH MAGAZINE, Inc.

The National Catholic Monthly

Established January 1, 1898.

412 Eighth Ave., New York, N. Y.

Business is Booming

IN

Rhode Island

AND

Southern New England

Representative Rhode Islanders believe that prosperity is here and has come to stay.

G. KENNETH EARLE, Secretary of the Providence Cotton Buyers' Association, says:

"It is safe to say that the local cotton interests are looking forward with great hopes for a year of exceptional prosperity in their line, and I believe that when the year of 1916 is ushered out, we will have the opportunity of giving thanks for one of the most prosperous years in the history of the cotton trade of New England."

JOSEPH A. HOLLAND, Secretary, State Branch, National Metal Trades Association, says:

"Business to-day is abnormally good, and the manufacturers are employing from 25 to 40 per cent. more labor than usual. While the bulk of business at present is based on the supply of war munitions, orders for standard products are rapidly taking their places."

COL. JOSEPH E. FLETCHER, one-time President of the American Association of Woolen and Worsted Manufacturers, says:

"Regarding the woolen industry in a general way. I would say that the outlook at the present time seems to be most promising for the coming year. Many mills are now running to full capacity, while others are operating on an overtime schedule."

HORACE M. PECK, Secretary and Treasurer of the Manufacturing Jewelers' Board of Trade, says:

"The outlook for 1916 in the manufacturing jewelry industry is generally favorable. Reports from various sections of the country indicate that the retail jewelers and others handling jewelry enjoyed an excellent holiday trade, leaving them with low stocks, which will have to be replenished in the near future."

Advertisers will reap a rich harvest if they use

The Providence Journal

Daily and Sunday

The Evening Bulletin

MEMBERS AUDIT BUREAU OF CIRCULATIONS

Sworn NET PAID Circulation **Flat Rates**

CHAS. H. EDDY CO.
Representatives

1011 Fifth Ave. Bldg., New York

723 Old South Bldg., Boston

1036 Peoples Gas Bldg., Chicago

manufacturers of automobiles, motorcycles, motorboats, aeroplanes and gas engines. They are solicited to include the magneto in their finished product and many of them do so.

Installations of magneto, Ford equipment and lighting and starting systems are made by distributors, while supply stations and dealers sell the product without necessarily being able to instal it, although they may have, and many do have, installation facilities.

TRAINED FOR THE SERVICE

The branches, distributors and supply stations thus constituting its sales organization, the house has developed three functions in respect to them; namely, to supply, inform and energize them. The first function is self-explanatory. The second, information or instruction, is administered apart from advertising. Before a distributor is permitted to post the red and yellow metal sign he must have sent a first-class mechanic to one of the company's branches or main office for a course of three or four weeks' training in the installation of Bosch magnetos and outfits, the replacing of damaged parts and general overhauling of magnetos. Each branch also has its own staff of technical men and trained mechanics, a complete organization in itself.

After the branches and distributors have been equipped to render service they are kept informed of every fact of pertinence to the business by a series of "Confidential Bulletins." Most of the information is technical, some of it is statistical and some of it, again, strictly inside sales information. This important department is in the hands of the vice-president of the company.

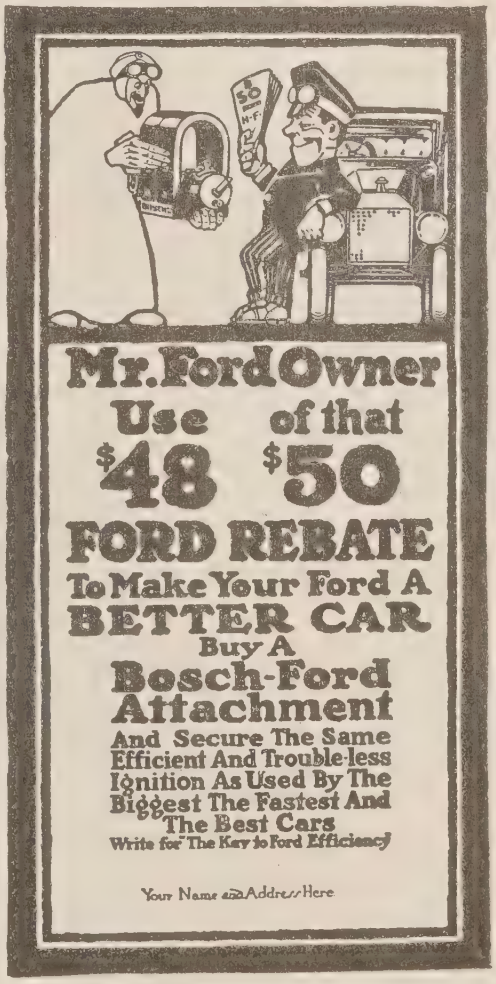
The double work of furnishing sales and sales power naturally falls, as described, to the advertising department.

Consumers are reached through several channels. First, the trade and class magazines that go to owners of automobiles, motorboats, motorcycles, aeroplanes and gas engines. Second, a number of the national weeklies.

Next, the newspapers of every city where an automobile or motorcycle race of any importance is run, and New York and Chicago at the time of their annual automobile shows. The usual provision of electros and copy service is also made for distributors and supply stations to use in their local advertising.

Fourth, window displays with posters, etc., and store distribution of literature by branches, distributors, supply stations and dealers. Fifth, direct-by-mail advertising to lists of prospects, on occasion, through the Bosch representatives. And, lastly, poster stamps to announce definite incidents, such as race victories, etc.

Of the two methods adopted for approaching the public that of prestige was the earlier, and it still ranks as the more important.



NEWSPAPER AD FURNISHED DISTRIBUTORS TO USE A DAY OR TWO BEFORE FORD OWNERS GOT THEIR REBATES

Every time an important automobile race is run, the car that wins is almost always found to have been equipped with the company's magneto. Often the second, third and other contesting cars are similarly equipped. Not a race of any consequence has been lost in three years. Such wins give the newsiest kind of copy and advantage is always taken of them.

PRIZES TO RACERS

The use of the company's magnetos was stimulated in the early years of the company by the offer of substantial prizes to the first three who finished in each important race and used the magneto. The prizes are still continued, although the need has passed. It secured attention for the magneto in the early days and still wins good will among the drivers, but it is manifest they could not afford to use it now unless they believed in it. They would not risk losing many thousand dollars for the sake of a few hundred.

Free service is always given at these races by a repair garage and three or four engineers. Everything is done to insure perfect service of the Bosch equipment. The service is not always confined to that equipment, either, nor to the racers. This has been a generator of good will.

For the past three or four years a half-page ad has been run in the Indianapolis *News* on the day of the 500-Mile Sweepstakes Race there. The ad was set up in advance with space left for inserting the names of the first three cars to finish. A list of the cars with Bosch equipment was also given the paper. Then, just as soon as the third car had finished, the type for the ad was dropped into the form, and the ad appeared in the green sheet of the first extra.

There are generally from 50,000 to 100,000 motorists in Indianapolis on these occasions, most of them viewing the race from positions where they cannot see the scoreboard, or they are not able to keep track of the race. Consequently, a great number of extras are sold and the ad gets big preferred publicity. This year the company was able to announce that the first three cars, yes, and every other car that finished, used the magneto, and 18 out of the 24 to start used the company's spark-plugs.

ADVERTISING THE MANUFACTURER WHOSE MOTORCYCLE IS BOSCH-EQUIPT

POSTER STAMPS ON RACES

After every important race special poster stamps are gotten out announcing the "win" and are sup-

"Constant excellence of product—
the highest type of competition"

Whenever you think of fine printing, think first of

Warren's
Coated Printing Papers

***Cameo**-Dull Coated--**Silkote**-Dullo Enamel*
***Lustro**-Fine Glossy--**Cumberland**-Glossy*
***Printone**-Imitation Coated*

It was in the Warren Mills that the printing art of America received its first practical impetus—through the production of the first coated paper ever made in this country. That was years ago. Today the Warren Mills are still leading. Through the invention and production of Warren's Cameo, a paper opening wonderful possibilities for beauty in half-tone work, the printing art of America has received a new impetus of the highest importance. This with us is a matter of no small pride. It is the sort of pride you will find reflected in the quality of all Warren's papers. A line on your letterhead will bring you our portfolio of specimens. You need it in your office.

S. D. Warren & Co. 163 Devonshire Street Boston, Mass.

Manufacturers of STANDARDS in Coated and Uncoated Book Papers

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

The New York Globe

Now leads all New York newspapers, morning, evening or Sunday in volume of advertising from the 16 leading retail stores.

Evening Newspapers (6 days)

GLOBE carried	280,915 lines
Next paper carried	231,335 lines
Next paper carried	227,649 lines
Next paper carried	210,095 lines
Next paper carried	180,505 lines
Next paper carried	90,573 lines
Next paper carried	86,540 lines
Total	1,307,612 lines

Morning Newspapers (6 days)

First paper carried	66,030 lines
Next paper carried	23,464 lines
Next paper carried	22,593 lines
Next paper carried	21,993 lines
Next paper carried	20,829 lines
Next paper carried	20,284 lines
Next paper carried	5,982 lines
Total	181,175 lines

Sunday Newspapers

First paper carried	85,378 lines
Next paper carried	81,803 lines
Next paper carried	75,551 lines
Next paper carried	74,766 lines
Next paper carried	34,543 lines
Next paper carried	25,179 lines
Next paper carried	8,640 lines
Total	385,860 lines

During the year 1915 THE GLOBE, with a gain of 1,465,295 lines, led all New York newspapers

180,000 Circulation

Member A. B. C.

Chicago Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

New York Brunswick Bldg.

plied to all Bosch distributors and supply stations. About 250,000 of these stamps are circulated every two months or so with regular correspondence, and, since they go out on responses to inquiries, etc., they are practically 100 per cent advertisement without waste circulation. This is the company's idea of how poster stamps can be used to advantage: not for children to collect, but to *tell a story.*

The announcements of victories are repeated through the magazine, class-paper and trade-paper advertising. The same plan is also used in the motorcycle and other fields; the thing most important to be told them about the magnetos is that they stand up and win under the most racking treatment.

The announcements do not always depend immediately on races. Last winter a letter of appreciation was received from 32 racing drivers and team managers then making ready for the big California races, among them Barney Oldfield, Bob Burman, Ralph De Palma and Dario Resta. The late Lincoln Beachey signed his name upside down, as his custom was, to symbolize his ability to fly in that position. That unusually interesting letter with its signatures was enlarged and made the center of a large window poster on which were also carried lists of some of the 1914 and 1915 Bosch victories.

MEPHISTO AS TRADE CHARACTER

One of the very biggest factors in getting, or perhaps rather in keeping up the company's prestige is its Mephisto. Mephistos have of late been getting rather common in advertising, and there are now several others presiding over electrical products. But nobody has a better right than the company to the character, and, at all events, it has adapted him particularly to the automobile field by giving him an automobile cap, goggles and dust-coat.

This trade character has become to all intents and purposes the Bosch trade-mark and binds together the whole campaign. The consumer sees it in all or most of the ads—there are some more dignified magazine and class-paper ads into which he is not introduced—on the window posters, on the metal signs, on the distributors' and supply stations' business cards and letterheads and on the poster stamps. When in color, he comes in red and black—the devil's livery. Sometimes only the head is used as part of a design. At other times the whole Mephisto is used to hold up the magneto or spark-plug, or to call attention to the lighting and starting system.

The use of this character ties all the company products together, it adds—a paradox may be pardoned—a genuine human interest to the copy campaign. It suggests a slight sense of humor which will make easy reading. In fact, most of the company's prestige copy does consist almost wholly of mere announcements of wins, together with the usual brief statistics and something else is necessary to humanize them.

"AGAIN" AND "OF COURSE"

The copy has been lightened in another way, too, that has been widely noticed and appreciated. Nowadays whenever a race is "won," that is, whenever the winning car is "Bosch-equipt," it is contrived to use the word "again" in a prominent place. On recent poster stamps it has often been the only word aside from the name of the race. It does not need to be explained: the industry and trade know.

Another phrase used is "of course." Such and such a car wins a given race; "a Bosch Magneto was used for ignition, of course." Or a picture of "Disturber IV," the fastest motorboat in the world, carries a caption ending: "Her engines are fitted with Bosch Magnetos and Bosch Plugs, of course."

This habit has won many friendly laughs and made the advertising manager known to the trade as the "Of Course Man." The habit, while frequently commended, is not overdone, but is kept up just often enough to let it mean something. The words lend themselves admirably to repetition, so it does get across quite well.

When it is found advisable to get away from prestige to the edu-

cational type of advertising, it has been the company's experience that it is wiser to put all of the technical explanation into a folder or booklet and feed it out to inquirers as desired. In the ads themselves, in addition to reporting victories, we hammer away on the idea, first, that the magneto is reliable under all conditions, second, on the fact that, although it may cost the maker of the car a trifle more to instal it than to put in some ordinary kind of ignition, he nevertheless will do so if urgently requested, and, third, on the fact that, although not realized by everybody, the ignition question is almost a fundamental question with the automobilist, motorcyclist, etc.

EDUCATIONAL CAMPAIGNS

It is not always possible to give every ad a newsy turn, especially those in the national mediums, which have to be made up some little time ahead of publication. Here prestige advertising of the usual type would be a little bald. The company likes to "say something." The 1913 magazine campaign was principally, but not altogether, on spark-plugs, and that of this year more or less on the lighting and starting equipment. Last year several months were given over to Ford outfits, of which there are two different kinds to replace the multi-unit coil ignition of the car.

As the Ford is not a racing car, it was fair to suppose that the Ford owner was less familiar with the Bosch records than the owners of many high-priced cars who follow such races. It was therefore necessary to reach him from another angle. It was equally necessary to reach him with as few technicalities as possible, because he was not likely to have made the same searching study of the mechanism that the man who had a larger investment in his car no doubt had made. It could be explained readily enough by technical drawings, but it was not certain that these would "bite." Some analogy out of every-day life that would make it plain was sought.

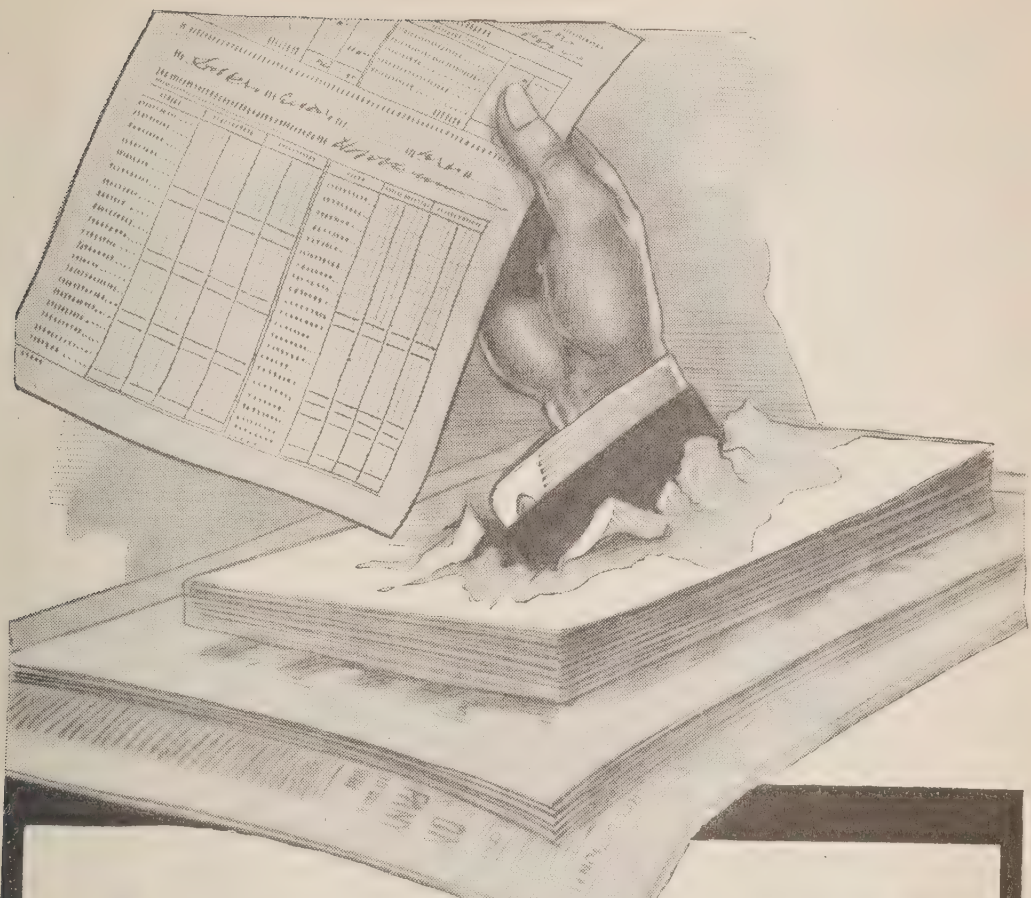
During a quiet evening spent in trying to solve the problem the sight of three fire-horses dashing down the street with a clanging engine behind them settled the question. In an instant the idea came. There were three horses pulling together, not galloping in exact unison, but each pulling his full share, just the same. The Ford, of course, has four cylinders, so four horses were put in the advertisement, and in order to make the moral more plain they were pictured as balky, backing or pulling against one another, while the wagon was being stalled and racked. Uneven pulling suggested uneven firing in the cylinders. The caption put over the ad read: "Ford owners: Have you this kind of power?"

A lot of them came right back in the next two or three days' mail and said: "Sure we have. Send on your booklet." The ad was singled out for comment by PRINTERS' INK last summer. It was one of the most successful ads we ever ran, although the Ford people were inclined to think we were drawing it just a little strong, and, in consideration of their request, the heading was slightly modified in later advertising.

The distribution of the Ford rebate on August 1 last supplied just the kind of occasion that is sought for a newsy ad. The rebate was $50; the price of the Bosch-Ford attachment is $48. An ad for the newspapers was prepared advising "Mr. Ford Owner to use $48 of that $50 Ford rebate to make your Ford a better car. Buy a Bosch-Ford attachment," the ad read, "and secure the same efficient and troubleless ignition as used by the biggest, the fastest and the best cars."

IN FOUR DIFFERENT FORMS

This was prepared for a newspaper ad, an envelope-stuffer, a postal card and a window card, and the different kinds were placed in the distributors' and supply stations' hands for use a day or two before August 1. A matrix or cut of the newspaper ad was offered free to those who agreed to show proof of use. The company itself, practicing what it

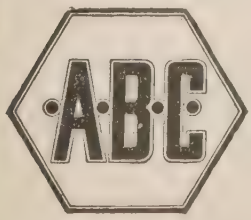


Investigated!
by the
A.B.C. Service

The knowledge of mediums, their worth and adaptability, insured the advertiser who subscribes for "A. B. C. Service" puts the placing of advertising on a plane above "hearsay" and "guess work." It gives him backbone and the confidence which only comes with justified judgment.

"A. B. C. Service" places the facts at your elbow; you are not dependent on the word of others. And these facts are placed before you on uniform, standardized forms, made from the first-hand information of trained and trusted auditors.

Why grope along and *guess* when you can look the facts in the face and *know?* It costs a deal more to do without "A. B. C. Service" than it does to secure it.



The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes over one thousand Advertisers, Advertising Agents and Publishers, in the United States and Canada, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—
Russell R. Whitman, Managing Director.

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street, Chicago

The Seattle Times For 1915—

Used no premiums.

Joined and was audited by the A.B.C.

Raised its subscription rates on its country circulation.

Maintained its advertising rates and its effective credit department.

Delivered more net cash paid circulation to its advertisers than was guaranteed in its contracts.

Carried more paid advertising than the other two newspapers of Seattle combined.

Commenced construction on its new home—a Class A, fireproof, six-story building on Times Square.

Times Printing Company of Seattle

Home Office—

The Times Building
Seattle,
Washington,
Cor. Second Ave & Union St.

Eastern Representative

The S. C. Beckwith Special Agency
Tribune Building, New York.
Tribune Building, Chicago.
Third Nat'l Bank Bldg., St. Louis

preached, ran a good deal of the copy, too, and linked up with the trade's own activities.

This was a very successful ad, being helped a great deal by the campaign which we had been waging on Ford owners.

These are hardly ideal examples of co-operation with the manufacturer, but it is hard to see how they could have been very much different and yet effective.

The recent campaign on Bosch equipment for motorcycles which has been running in the motorcycle magazines is a much better example of co-operation, but here all the circumstances were different, and really paved the way for different and distinctive treatment.

In a careful review of the trade papers, especially those which cater to the motorcycle, it was found that the general run of pages were heavily inked, either by the use of heavy-faced type, large cuts, or considerable type matter. The proportion of black to white was very large and the run of advertisements were much alike.

We figured that a contrast would make a more attractive advertisement; that a lightly printed page with neat type face and refined illustration would stand out like a drop of snow on a piece of black velvet. So much for the design and factor of appeal.

CO-OPERATION WITH MOTORCYCLE

The next point to be observed was the fact that the motorcycle field was rather small, that close co-operation would be highly appreciated by the manufacturers. Most of them desire to see their machines used in illustrations and frequently make a very strong point of the matter in connection with the editorial pages of magazines.

It was figured that the company could not only co-operate with the manufacturers, but would please and help them materially if their machines were used in the illustrations in the ads. It was also counted on that the riders of each machine, being interested in pictures of the motorcycles they rode, would be more apt to read the copy if it contained such pictures.

Motorcycling, it is hardly necessary to mention, has been generally considered a rather untidy and grimy pleasure. This is unjust to the sport, because in these days dirt and untidiness in connection with it are absolutely needless. It was believed that it would be doing the manufacturers of motorcycles a good turn if this false impression were corrected. Naturally, the idea embraced the illustration, too. Why not use one that would help to lift the motorcycle from the undeservedly low plane to which it had been relegated by the public?

REFINING INFLUENCE OF WOMAN

Whites and blacks affording the greatest contrast in illustration, that type was determined upon. Since the presence of the gentler sex suggests surroundings in harmony, one of its members was included in each illustration and so helped to have the machine and rider suggest an appropriate cleanliness and neatness.

The company has been the first in the line to adopt an all-around co-operative scheme of this character. That it is meeting with approval has been shown by numerous letters from manufacturers expressing thanks and appreciation for the co-operation, from trade papers which felt assured that the advertisements were teaching a lesson of better advertising, and from riders in general. These evidences all indicate that the series has got across better than any other of the house's copy heretofore run.

It did not just happen that a choice of a red Mephisto was made for a trade character. If you go through the company's posters, the house-organ covers, cards, folders and booklets you find, perhaps, a rather unusual use of color in a proposition of this sort; unusual, that is to say, in the successful combination of attractiveness with economy. It has been the aim to obtain bold, simple effects in flat tones as a style which is agreeable to every taste, which has had a demonstrated vogue abroad and which is novel enough on this side to stand out against the current commercial art. The

red and yellow, varied with buff, and supplemented by black, have lent themselves admirably to this treatment. It has been used a good many years now and many are now following in the company's footsteps.

DISTRIBUTION OF BOOKLETS

Adhering to the theory that the main purpose of periodical advertising is to interest, the body of our information has been cast into folders and booklets, one for each of the four or five Bosch lines. There is also a list of distributors and supply stations, etc. The booklets and folders are sent to inquirers. Thousands also are distributed every week through representatives, both from the counter and as envelope-stuffers. They are also used by all departments of the main office in their correspondence.

The inquiries are turned over to representatives in the territory for follow-up. To keep a record of those a handy system has been devised. A long card is divided by perforations into three smaller cards, one of which is a post-card to provide the representative with the name and address of an inquirer; the second of which goes out attached as a return card on which report is made of the result of the follow-up, and the third of which goes into a tickler file. If the representative is not heard from in, say, ten days, he receives a reminder, and is kept after until he delivers a final report. That is the usual thing.

LAYING OUT A CAMPAIGN

In special campaigns a still more elaborate follow-up is arranged. That was the case, for instance, in the promotion of the Bosch-Ford outfit last year. It happened that the writer was laid up in the hospital for several weeks. During the enforced convalescence advantage was taken of the opportunity to lay out in minute detail a complete selling campaign for the spring. It was planned what each of the factors of the organization should be doing in each week. The plan was then printed in summary for confidential distribution, so that branches, distributors and supply stations could get a bird's-eye view of the campaign and cooperate to make it go through on schedule. Incidentally, the plan seems to afford a very convincing demonstration on paper of the relation of advertising to sales.

From April 1 to 3, according to the schedule, the advertising department was to advise branches and distributors to get ready for the following week. They were to know already about the plan and were to see the schedule, but were also to be prompted again to make sure of concerted action.

The following week the real work was to begin. Five thousand posters to live Ford agents per list supplied by distributors were to be mailed. There was to be a special notice with distributor's imprint attached to each poster. Also there were to go out from the main office trade bulletins to representatives, asking them to stock outfits. The main office was to post the factory to take care of enlarged demand. Then there would be advertising in automobile papers, etc.

GETTING AFTER DEALERS

That same week distributors were to advise supply stations of the supply-station programme; namely, to get in touch with local dealers and outline to them the Bosch-Ford proposition. Distributors were, furthermore, to call the attention of their Ford dealers to ability to take care of requirements. This was to be a generally selling letter regarding f. o. b. distributor service, etc. Notice was to be given that ad cuts could be had for newspaper ads.

In this way the plan was outlined right down the calendar, putting down in black and white under each head exactly what the advertising department was to do, what the branches and distributors were to do and what the supply stations were to do on each date. The times when the representatives were to call on dealers, when they were to collect testimonial letters, when they were to write letters Nos. 1, 2, 3 and 4 to Ford owners, how and when they were to use local testimonials in letters, when they were to urge dealers to make

window displays—all these were foreseen and fixed by schedule.

The main-office activities included sending 25,000 post-cards to the trade, telling when the time had come to push hard for business, and also sending letter to the same number, offering the poster and enclosing a folder and return card. All were fully informed as to the advertising running. The advertising itself covered the main class and trade papers and several national weeklies.

The campaign was carried out according to schedule and yielded the best of results. The company's representatives were particularly pleased to have been put in possession of the complete detailed plan in advance and thus able to realize the relation of their own efforts to those of the rest of the Bosch organization.

There is precious little esthetic magnetism about a magneto, and so the window displays that have been offered dealers and distributors have consisted mostly of posters. But there has recently been held a prize contest that provided excellent publicity, although the displays were made chiefly out of the magnetos and other product. The distributors are supplied with special tools and testing-stands in connection with the installation and repair of Bosch outfits. This was made the occasion of suggesting to them a display of all the accessories and parts that would call attention to the extent of the line. The prizes went, not to the proprietors of stores, but to the clerks who trimmed the windows. The photographs forwarded to us show many striking displays and will be useful in many ways, especially to supply suggestions for the dressing of windows with products that do not ordinarily lend themselves to a decorative scheme.

Giving unusual service is always good advertising, and such, it is believed, is the police work done in connection with stolen magnetos. The magneto being small, easily removed and valuable, is one of the first things stolen out of a car, when the car itself is not taken. Each magneto is numbered and each distributor and branch makes a note of the number of every magneto he inspects and reports regularly to the main office. He is supplied with lists of all stolen instruments.

MANY STOLEN MAGNETOS RECOVERED

If he finds that the magneto he has just inspected is on one of these lists he holds it and notifies New York. If a car-owner reports the loss of his magneto and gives the serial number, every supply station and dealer in the metropolitan section is posted within an hour. If the owner does not know the number of his magneto, it is obtained from the automobile-factory records. Through these means many stolen magnetos have been recovered for the owners and their appreciation has been frequently expressed.

The assistance which is given the company's distributors and supply stations has been touched upon in the foregoing description. It might be added that the Bosch signs are substantial baked enamel on steel signs carrying the trade character, and attractively colored in red, yellow and black. The distributor's sign has the Mephisto insert in rectangular form; the supply station's is circular. Each is numbered, as "Official Bosch Distributor No. 50."

All signs belong to the company and revert to it in case of severance of relations. All representatives are supplied with cards handsomely engraved in color and embossed with the Bosch Mephisto and the words "Official Bosch Distributor" or "Official Bosch Supply Station," as the case may be; letterheads, also, and poster stamps of the same design as that of the sign. The other news stamps and literature supplied, the advertising copy, matrices and electros have already been described.

An important factor in the co-operation with the representatives and dealers is the house-organ, "The Bosch News." It is published practically every other month and goes to a list of 23,000 in the trade. It covers the current news of company interest, reports "victories," describes different products. It is a mixture of sporting

news and technical detail, both illustrated with the best process pictures obtainable.

Every now and then an extra special edition of the "News" is gotten out. Sometimes it happens that a race is run on a Saturday and the trade papers are not published until the following Thursday. It is then that an extra special edition is run off; 10x8-inch pink sheets are used, printed on one side only. The races are reported with scare heads, newspaper fashion; for example, July 1 last: "Resta Wins; Sets World Record; Uses Bosch Magneto." It is rushed in the mail Monday night and is sent off to a list of 35,000 in the trade. They get the news before the trade papers get out, and it has been found that the extra special creates a good deal of interest.

The photographs of the factory and of the two-millionth Bosch magneto, the latter photograph autographed by the president with a message of appreciation to the representatives, are important enough as dealer-helps and publicity to deserve a line or two. They are sent out to all official representatives.

MORE LITHOGRAPHIC COLOR

This is an outline of the campaign as it stands. With several other activities it has been found adequate for the present moment, but undoubtedly it will be expanded as the line expands and the factory facilities grow. Increased use of lithographic color in strong effects is our hobby just now, and it is believed that this is as valuable for its reflex on the dealer as it is to attract the customer.

The advertising department has checked up its advertising on one or two occasions by making a questionnaire investigation among 500 dealers. When the information obtained by these means was compared with the inquiry statistics, a very good line could be obtained on the 30 or 35 mediums used by the company.

For a closer control over its own expenditures, the department has found it worth while to follow the example of the factory and plot the curve of its expenditures under three accounts. The first is for space advertising and all expenses entailed by it; the second for selling books, or books and literature aiming at sales, and the third for instruction books, provided after the sale has been made. Three years' curves are plotted on each sheet. They afford a constant picture of past and present and simplify study. The course of the disbursement of the appropriation can be watched by the average line.

Moreland on Van Hoesen Staff

B. E. Moreland, formerly associated with Whitehead & Hoag Company, and more recently identified with the Taylor-Critchfield-Clague Company in Detroit, has joined the forces of H. M. Van Hoesen Company, of Chicago. He will have charge of the plan department and has been elected chairman of the advisory board by the directors. H. G. McEndree, who joined the Van Hoesen staff in a like capacity last June, has been elected to the vice-presidency and now has charge of the copy and art departments.

Auto Makers Will Exchange Patents

Announcement was made at the New York Autumobile Show last week that a cross-licensing agreement in connection with patent rights, which had been under discussion among the members of the National Automobile Chamber of Commerce, had been made effective by 79 companies, who hold more than 350 verified patents. There will really be an exchange of all the basic patents among motor-car builders and a great deal of litigation, it is stated, will end at once.

Advertising Companies Combine

Howard S. Hadden, New York, has combined with the McLain Company, of Philadelphia, under the name of the McLain-Hadden-Simpers Company. The offices will be maintained in both cities at the same addresses as formerly. Officers of the new company will be William R. McLain, president; Howard S. Hadden, vice-president; Robert S. Simpers, treasurer.

A. B. Swetland Manager Class Journal Co.

A. B. Swetland, secretary of the Class Journal Company, publisher of *The Automobile*, *Motor Age*, *Motor World* and *Motor Print*, was elected general manager of his company on January 3.

Sidney Curtis, for many years business manager of the *Harvard Alumni Bulletin*, has become office manager of the A. E. Greenleaf Company, Boston.

The Mother buys and shops for herself and—*for her family.* Hers is much more desirable and valuable patronage than that of the single buyer. It is for just this reason that the following National Food Advertisers—just a partial list—have tried and proved conclusively the advertising value of "HER" Trade Journal—THE MOTHER'S MAGAZINE.

1 Atwood Grape Fruit Co.
2 Walter Baker & Co.
3 Borden's Condensed Milk Co.
4 Beech-Nut Packing Co.
5 Burnham & Morrill
6 Cream of Wheat
7 Campbell's Soups
8 Corn Products Refining Co.
9 Crisco
10 Chalmers Gelatine
11 Cudahy Co.
12 California Fruit Growers Ex.
13 Hills Bros. Co.
14 Ho-Mayde Products Co.
15 Holstein-Friesian Ass'n of America
16 Junket
17 Knox Gelatine
18 Lipton's Teas
19 Libby, McNeill & Libby
20 National Biscuit Co.
21 Postum Cereal Co., Ltd.
22 Pompeian Olive Oil
23 Pacific Coast Cond. Milk
24 Puritan Food Products
25 Quaker Oats Co.
26 Ralston Purina Co.
27 Royal Baking Powder
28 Shredded Wheat Co.
29 Swift & Co.
30 United Cereal Mills
31 Van Camp Packing Co.
32 Washington Crisps

EVERY ONE of the 600,000 subscribers is a family buyer and a prospective permanent customer.

EVERY ONE of them reads The Mother's Magazine for the help it gives to the home-making and housekeeping mother, which is why

EVERY ONE of these advertisers is using liberal space with us in 1916 (with but two to hear from later)—practically 100% renewals.

Does this kind of a magazine appeal to YOU?

THE MOTHER'S MAGAZINE

ELGIN, ILLINOIS

NEW YORK CHICAGO ST. LOUIS

(Member Audit Bureau of Circulations.)

THE BOYCE PUBLICATIONS

A suitable medium for almost any campaign at a rate that will make advertising pay well.

THE SATURDAY BLADE and CHICAGO LEDGER

1,250,000 Circulation Weekly **$2.50 an agate line**

You can reach 1,250,000 small-town families each week through these papers of known pulling power. You can institute a powerful small-town campaign at the rate of $2.50 a line. If your proposition appeals to small-town families, this is the most powerful and most profitable method of putting it into these 1,250,000 homes. Most powerful because of the prestige derived from three generations of readers. The most profitable method because of the low rate, the proven pulling power of these publications, and the buying power of the small-town families.

The proposition is big enough to warrant a special campaign and we would be glad to help you plan it.

THE FARMING BUSINESS

100,000 Circulation Weekly **45 cents an agate line**

This publication teaches the application of business principles to agriculture. It interests only the wide-awake, energetic farmers. It circulates in a territory where farming is farthest advanced and where business methods are necessary. The circulation is not confined to any one state and therefore it is not forced. The idea back of The Farming Business, the quality and quantity of editorial matter and the fine appearance, secures as its steady readers progressive business farmers. And it costs less than ordinary circulation. Furthermore your copy will be in good company because we guarantee the advertising to our subscribers. Use it in your next campaign.

LONE SCOUT

100,000 Circulation Weekly **30 cents an agate line**

If you have something to advertise to boys here is your opportunity. You can reach 100,000 hustling, wide-awake boys every week at the very low rate of 30 cents a line. If you ever bought boy circulation you will readily appreciate what it means to be able to reach 100,000 live boys every week at such a low rate. There is an interesting story connected with the wonderful progress of the Lone Scout. We will be glad to tell you about it.

W. D. BOYCE COMPANY, Publishers

500-514 North Dearborn Street, Chicago

Eastern office, 205 Metropolitan Tower, New York City.

Also publisher INDIANA DAILY TIMES, INDIANAPOLIS.

Manufacturer Co-ordinates Advertising of His Dealers

A Merchandising Plan Persuaded Retailers to Accept of His Help

THE manufacturer who contributes to various retailers' advertising appropriations may sometimes wonder what he actually gets out of the merchant's advertising of his product. This was precisely the state of mind of A. & J. Engel, furriers, of New York, at the close of their 1914-1915 season. It was this question that led up to the inception of the advertising campaign that forms the basis of this story.

This house manufactures furs and creates fur styles for the general retail field. There had hitherto never been any attempt on their part to give their styles a name or trade-mark. The more or less ineffectual efforts of other leading furriers to sell trade-marked fur styles through the retail trade had never inspired them to reach out in this direction.

In addition to their regular outlets they have been for several years lessees of the fur departments in a dozen or so retail stores throughout the country. In running these departments it had been their usual custom to contribute to the different stores' advertising appropriations. They had, however, never exercised any special active directing interest in the advertising of these departments. This was left to the varying methods of the individual stores' merchandising and ad men. There were the usual advance, mid-season and clearance sales, conducted with the co-operation of the fur department's manager; but never anything more unusual in the way of advertising and merchandising than the several abilities of the various stores' publicity departments were able to suggest.

An exceptionally mild early Winter made the season for 1914-1915 a lean one in the fur field generally. This fact, while not the immediate cause of the new step this fur house was later to make, nevertheless set it figuring on these dozen separate advertising contributions. Like Mark Twain's man with the eggs, they began to wonder if, after all, it might not

NEWSPAPER ADVERTISING LIKE THIS IS FURNISHED OVER THE DEALER'S NAME

be more efficient to put all their eggs in one basket, and guard that basket well.

Their ultimate decision to follow that course did not mean that they were to withdraw these various funds, nor to concentrate on one or more stores. They came to the conclusion that this money as a whole could be made to work as a unit; that some centrally directed and definite ideas from headquarters in the space it bought should greatly accelerate the return on the whole investment in their various departments.

This was the course of action they adopted for the season of 1915-1916. With one exception the fur sales in every department have materially increased, often doubling.

The way they accomplished this was to assume active charge of the advertising for the fur departments in all these stores, and to run important copy in each city prepared according to a preconceived and closely followed out campaign.

But when they decided to adopt this method, it was quite another matter to persuade the stores involved to acquiesce in so radical a step. What eventually won the day to the Engel way of thinking was a carefully developed merchandising plan, so conceived that while harmonizing with the individual store's policies and trade ideals, yet it possessed sufficient distinction to make the advertising exceptionally effective wherever it appeared.

It has been remarked that other fur manufacturers have found it almost impossible as a general thing to get dealers to sell fur styles with their trademarks or labels. Again, it is said that few fields are so open to trade abuses and unscrupulous practices; where values may be more deceptive, or where garments may be so easily paraded under false colors.

This house, therefore, inaugurated a campaign for improved fur standards to create public confidence in the genuineness and quality of the styles and values offered in their fur departments. Around this idea the campaign developed in each city; advertising that, while topical as events decreed, revolved about this big central appeal.

Toward this end they hit upon a campaign and slogan name "Sertified Furs—Certified on the five points of Style, Service, Selection, Safety and Saving." This decla-

ANOTHER NEWSPAPER LAYOUT FOR "SERTIFIED FURS"

During October and November in Cleveland

THE CLEVELAND NEWS

and

CLEVELAND'S LARGEST RETAIL CONCERNS

THE LARGEST RETAIL CONCERNS in Cleveland in each of the following lines—

Largest Department Store
Largest Grocery Concern in Cleveland
Largest Furniture Store in Cleveland
Largest Crockery Store in Cleveland
Largest Shoe Store in Cleveland
Largest Drug Store in Cleveland
Largest Book Store in Cleveland
Largest Piano Store in Cleveland
Largest Bank in Cleveland
Largest Milk Dealer in Cleveland
Largest Ice Cream Dealer in Cleveland
Largest Jewelry Store in Cleveland
Largest Haberdasher in Cleveland
Largest Tailoring Establishment in Cleveland

The largest concerns in the above lines in Cleveland distributed their advertising in the Evening Newspapers as follows—

NEWS Received 170,422 lines

The other evening paper received 164,836 lines.

NEWS' Excess 5,586 lines

The man on the ground knows conditions—Cleveland is a prosperous city; are you in THE NEWS?

FOREIGN ADVERTISING REPRESENTATIVE

PAUL BLOCK, Inc.

250 FIFTH AVENUE, NEW YORK

Mallers Building, Chicago, Ill. Kresge Building, Detroit
201 Devonshire St., Boston, Mass.

Let The Detroit Journal Act As Your Spokesman In Introducing Your Goods to The Most Prosperous Community in the United States.

DETROIT THE MARKET

The Detroit Journal the Medium

COMPARATIVE CIRCULATION STATEMENT

1914 Net Paid Daily Average	1915 Net Paid Daily Average	Net Paid Daily Average Increase
86,187	100,732	14,545

Comparative Statement on Display Advertising

1914 Local Display (Agate Lines)	1915 Local Display (Agate Lines)	Increase
4,918,340	5,526,794	608,454
Foreign Display (Agate Lines)	Foreign Display (Agate Lines)	
1,052,562	1,176,364	123,802
Total Increase Display Advertising - -		732,256

Automobile and Accessory Advertising

The Detroit Journal carried 41,006 agate lines more automobile and accessory advertising than was carried by its two nearest rivals between Sundays combined. *The Detroit Journal* is a daily, evening paper.

The Detroit Journal showed a gain in 1915 over 1914 of 68,040 agate lines. This gain was 756 lines greater than the combined gains of its two nearest rivals.

Here Are the Figures on Automobile and Accessory Advertising

	1914 (Agate Lines)	1915 (Agate Lines)	Increase
JOURNAL - - - -	228,662	296,702	68,040
Second Newspaper -	90,622	147,756	57,134
Third Newspaper - -	97,790	107,940	10,150

OBSERVE THE GROWTH OF DETROIT THE DYNAMIC.
Population doubled in ten years.
Capital more than tripled.
Output quadrupled.

To be more specific, the population of Greater Detroit exhibited this expansion:

1905	1915
371,231	746,103

The recent federal industrial census yields these figures, which do not include the wonderful suburban industrial activities:

	1914	1904
Capital employed.....	$295,171,000	$91,228,000
Pay roll.....	94,158,000	22,786,000
Employees	119,438	48,879
Cost of materials.....	223,527,000	66,794,000
Valuation of production....	402,864,000	128,761,000

Banking deposits have increased thus:

1905	1915
$86,000.000	$206,000,000

Building returns made this leap:

1904	1914
$6,137,000	$28,427,000

The assessed valuation increased from $300,000,000 in 1904 to $600,000,000 in 1915, with the promise of a billion-dollar assessment next year.

The Detroit Journal has kept pace with this growth and offers advertisers an excellent opportunity to tap this unusual market.

Do you wonder that we invite you to share in this prosperity through the medium of the Detroit Journal advertising columns?

ration of standards was incorporated in a label that was generally displayed in the advertising copy sent out from New York headquarters. It will be noticed that the idea behind this label is calculated to instill confidence in the prospective purchaser as to the authenticity of the style and material; essentially an expression of the individual house's policy, without any display of the manufacturer's or the store's house name. Thus the label served to work both ways; for each of the stores and the manufacturer conjointly.

The regular seasonal advertising was conducted, and from time to time additional topical copy was furnished, to be run as local emergencies should dictate to give a continuity and an added spice of interest to the whole campaign. Wait copy was sent out for release at psychological moments, such as the first snow flurries, the introduction of new styles, the opening of a new skating rink, or at that time when "the red ball is up."

Copy also worked along specialized angles. For example, there was a big ad devoted to fox fur, with educational emphasis on the line, "when we say fox, it's fox." There was another ad for skunk, along these lines. In fact, all the copy is educational in tone, emphasizing that "Sertified Furs" may be purchased without any pangs of suspicion as to whether the furs are dyed woodchuck pelts, or similar ravens in a peacock's plumes.

The copy was prepared first and last to sell "Sertified Furs," wholly apart from the individual merchant's advertising methods. The several advertising appropriations were thus made to act as a single powerful driving unit. As a result, with a definite merchandising idea behind them to give impetus, their productive efficiency was greatly increased.

After two years of idleness, The Globe Woolen Mills Company, of Utica, N. Y., has decided to resume business. The controlling interest has changed hands, but otherwise the business will be conducted on the same general lines as formerly. The manufacture of woolen cloths will form the chief products.

Hearst Bars Whiskey Advertising

The following letter appears in the New York *American* of January 9: It is significant of another development in advertising and consequently deserves a place in the record of PRINTERS' INK.

To the Editor of the NEW YORK AMERICAN:

I note in a recent issue of *The American* an advertisement of a whiskey masquerading as a medicine. I wish all our papers to reject all whiskey advertising of whatever kind of any ardent liquors and all advertising of any medicinal preparations containing alcohol or opiates in habit-forming quantities.

Furthermore, I do not think that passive opposition to such great evils as the drink habit and the drug habit is sufficient for forces as powerful and as vital in the community as our newspapers.

I think our papers have more active duties and more positive responsibilities. I think they should campaign for a system of sumptuary laws:

First—To prohibit the sale of injurious and habit-forming drugs except by the State and upon the prescriptions of regular physicians.

Second—To prevent the sale of alcoholic beverages except where the proportion of alcohol is fixed at some definite and acknowledgedly innocuous proportion.

Third—To make the taking or administering or prescribing of alcohol or opiates in habit-forming quantities a criminal offense, from the penalties of which regular physicians shall in no way be exempt.

The campaign against the drink evil and the drug evil is a matter of public health, of public morals and of public righteousness which it is the duty of our papers actively and aggressively to promote.

WILLIAM RANDOLPH HEARST.

Advertising Golf at Pinehurst

The first day's medal play, on January 10, of the tournament of advertising golfers at Pinehurst, N. C., resulted in the following scores by the leaders:

In Class A, F. A. Sperry won the best net score prize. He made 78, aided by a handicap of 15. E. T. Manson and Marshall Whitlach tied for the best gross score. Each had a round of 93. William Campbell, W. R. Roberts, and H. C. O'Brien tied for the best net score in Class B with 90 each. C. W. Harmon made the best gross score, 96. F. W. Nye, with 102, won the gross score prize in Class C, and C. H. Ault, 100, handicap 7, won the net score prize. Mrs. G. C. Dutton, with no handicap, did 52 in the women's division, and won the gross score prize. Mrs. C. T. Russell and Miss Hannah Aronson, with 100 each, handicaps 1 and 13, respectively, tied for the best net score.

Will Hold Salesmanship Congress

A convention to be known as the World's Salesmanship Congress will be held in Detroit in July. The men back of the movement were interested in forming the Salesmanship Club of Detroit last fall, said to be the first organization of its kind in the world. Since then, similar societies have been formed, or are perfecting organizations, in 42 cities.

Some of the Detroit men interested in the Congress are: Joseph Mack, president of the Joseph Mack Printing House; Norval A. Hawkins, general sales manager, Ford Motor Company; Harry W. Ford, president, Saxon Motor Company; L. D. Robertson, manager Detroit branch, Packard Motor Car Company; F. C. Gilbert, secretary, Timken-Detroit Axle Company; D. M. Barrett, editor *Salesmanship;* I. B. Coe, sales manager, American Blower Company; J. F. Miller, sales manager, Chope-Stevens Paper Company; F. H. Dodge, general sales manager, Burroughs Adding Machine Co.; H. H. Hills, sales manager, Packard Motor Car Company; Frank G. Eastman, advertising manager, Packard Motor Car Company, and R. E. Bell, sales manager, Frederick Stearns & Co.

Another Railroad's News in Advertising

The Louisville & Nashville Railroad Company, with general offices in Louisville, used two columns of advertising space in the Louisville newspapers recently for the purpose of publishing a statement of D. M. Goodwyn, the general freight agent, relative to changes in rates which have been made as a result of the amendment of the fourth section of the Interstate Commerce law by Congress. The changes have been attacked by many commercial organizations in Kentucky, and the newspapers have carried a large amount of matter of a critical nature. While it is practically certain that they would have run a statement from the railroad, giving its side of the case, the L. & N., which has a reputation for conservatism in its dealings with the newspapers, decided to take no chances on errors getting into its announcement, and consequently published it as an ad instead.

Silk Association Appeals to Trade Commission

The Silk Association of America alleges that the sale of substitutes for silk under such trade-marks as "Silkateen," "Japsilk," "Artsilk," "Subsilk," etc., is an "unfair method of competition," and has applied to the Federal Trade Commission to stop the practice.

The complaint of the silk association alleges that the use of such trade-marks and trade names tends to deceive the public into the belief that the goods represented are actually silk, or that they contain some silk.

Booklet Favors Trade-marked Goods

The Quoin Club, the National Periodical Association, has just issued a 32-page booklet favoring the handling by merchants of nationally advertised products. A feature of the decorative scheme is the reproduction of 239 trade-marks or well-known trade names in a sort of ribbon effect across the top of each page and at the bottom of some.

The first part of the booklet is the story, "The Conversion of McManus," being a fact story out of the experience of McManus Brothers, furniture merchants, of Elizabeth, N. J., telling how they handled a sale of nationally advertised kitchen cabinets, and the second part consists of a reproduction of 16 of the "trade-mark" advertisements which have been running in the magazines since last April. The booklet is being distributed through the sales organizations of national advertisers and through advertising agencies.

Merchandising Course in Sioux City

The second annual Winter Short Course in Merchandising will be held in Sioux City, Iowa, from January 31 to February 5. Last year's course was attended by over 800 merchants from the Central States—some of those in attendance coming from points as far distant as Wyoming, Colorado and Oregon.

Some of the subjects, to be handled by competent speakers, are "Interesting Aspects of the Food Stuffs Market," "Drug Store Policies," "Selling Forces" (advertising talk by H. G. Larimer), "Knock-down Houses and Other Lumbermen's Competition," "How Many Times Should a Hardware Merchant Turn His Stock Annually?" and "The Cost of Doing Business."

Model Statute to Be Introduced in Kentucky

The Tru-Ad Club, of Louisville, has decided to have the PRINTERS' INK model statute introduced in the Kentucky legislature, which is now in session. The decision to do this was reached at a meeting of committee chairmen with H. J. Kenner, of Indianapolis, secretary of the National Vigilance Committee of the A. A. C. of W. The club succeeded in having the PRINTERS' INK model statute put on the ordinance books of Louisville some time ago, and Lexington, Ky., recently followed suit.

Cook Buys Interest in "Advertising and Selling"

John C. Cook, for 13 years business manager of the New York *Evening Mail,* has purchased a half interest in *Advertising and Selling* and will be secretary, treasurer and business manager of the publication. Before going with the *Mail* he was for one year advertising manager for John Wanamaker.

WOODWARD
ST. LOUIS

Quo Vadis?

Or—as we say down here in Missouri—"Which way are you going, stranger?"

We know the ups and downs and the level spaces, the highways and the lonesome places in the domain of Publicity. Maybe we can "*show you*" when you come to the dividing place in the road?

The Advertising Agency of

Woodward & Tiernan Printing Co.

Saint Louis, U. S. A.

WOODWARD
ST. LOUIS

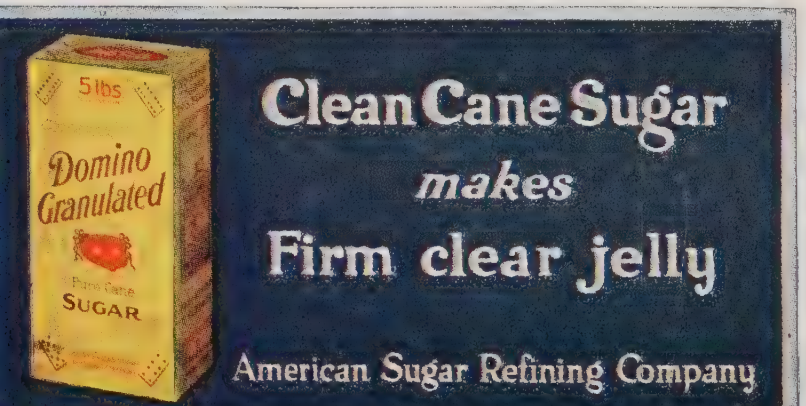
LARGE VOLUME A

TRADEMARKS of staple products-
large volume of sale is attaina
quickly and firmly established by St
several times the cost using other m
to products paying even the smalle
articles paying larger profits?

STREET RAILWAY

CENTRAL OFFICE
First National Bank Bldg., Chicago

HOME O
Candler Bldg.,



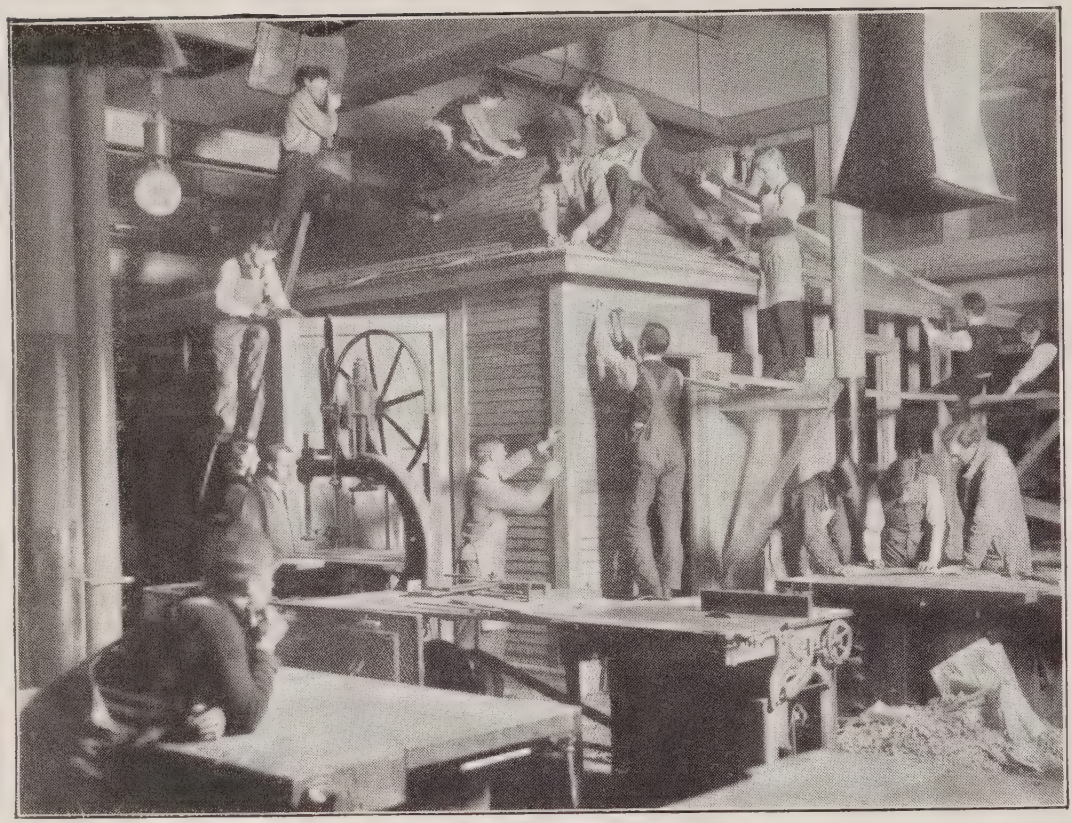
ND SMALL PROFITS

aying very small profits, but for which
: by constant advertising—are more
et Car Advertising than is possible at
liums. This being evident in regard
profits, is it not increasingly true of

ADVERTISING CO.

E
York

WESTERN OFFICE
Humboldt Savings Bank Bldg., San Francisco



Garage, 15 by 20 feet in Size, Constructed by Third-Year Students, Carpenters' Apprentices' School, Lane Technical High School, Chicago, Ill.

This Is A *Real* Schoolroom

not a carpenter shop, or a woodworking plant, but a ***real*** schoolroom.

That's the kind of work the schools are doing today. Children learn, not by books alone, but by actual "Doing of Things."

If you are interested in the school field, why not "get the hunch" and

ASK BRUCE—today.

THE AMERICAN School Board Journal

INDUSTRIAL-ARTS MAGAZINE

2002 Montgomery Bldg., Milwaukee, Wis.

A Change in the Buying Habits of Farmers

Rural Merchant Tells of His Selling Experiences

"ONE of these days the jobbers are going to wake up and discover that branding a product is not enough, they have to make the brand known besides, if they want to sell to farmers." In these words E. B. Moon, formerly "good will" man for Butler Brothers, the large Chicago wholesale house, but now a storekeeper in Lakeville, Ind., put his finger on what he believes to be one of the serious evils in present-day merchandising.

Mr. Moon had come from Lakeville, a village of 300 inhabitants, to speak before the Advertising Association, of Chicago, at its farm-paper exhibit last week. He wanted to tell advertisers a few things about themselves that he felt they ought to know. And the club listened attentively, for in spite of the fact that Mr. Moon has a store in a village of only 300, he does an annual business exceeding $60,000 a year. Ninety-five per cent of his business is with the farmers. After declaring that jobbers ought to advertise, Mr. Moon told why.

"Times are changing out on the farms," he said, "in the old days when the farm production was about ten billions annually, we storekeepers could sell the farmer most anything we wanted to. But the farmer is become a capitalist. The farmer's business has now increased to over $55,000,000,000 a year. We no longer have to carry them from year to year, so we no longer have them in the hollow of our hand. When Mr. Farmer comes into the store with cash in his hand we have to sell him what *he* wants, not what *we* want.

"A month or so ago an old farmer in the neighborhood came into the store to buy a manure fork. I took him back to where we kept the forks and showed him a fork put out under a jobber's private brand. The old farmer took the fork, and looked at the label. He wasn't evidently familiar with it. He began testing it and feeling the spring in the steel. I could see that he was a long way from being satisfied. He asked me if I used one on my farm. 'Yes,' I replied, 'I have used one for over a year.' He looked it over again very carefully. Then he said: 'You don't happen to have a Keen Cutter fork, do you?' I told him I didn't carry that fork, but that this was the same identical fork, made by the same people, sold by the same people, only it was priced ten cents less. 'Well,' he said, 'I ain't got the exact change in my pocket just now, anyway, I'll come in later.' I lost the sale. A few minutes later I saw my man walk out of my competitor's store with his Keen Cutter fork.

I mention this incident to show you how different the farmer is to what we usually suppose him to be, and to illustrate why we are concentrating more and more on advertised products. It took me twenty minutes to talk to that farmer and I lost the sale. I could have sold him a Keen Cutter fork in as much time as it took to go back to the fork rack and take it down. As it is I have probably lost a customer."

FARM PAPER ADVERTISING STRENGTHENS LOCAL PUBLICITY

Mr. Moon made another interesting statement about his policy. He found that, by concentrating his local advertising on products advertised in the farm papers going into his territory, he was able to increase his business fifteen per cent last year. Because he finds advertised products so easy to sell, and also make a more satisfied customer, he intends to throw out all lines of rubber goods he handles with the exception of the Ball Brand. He said this company had so advertised their product to the

farmer that ninety-five per cent of the farmers coming into his store to buy specify that brand. He also said that while fifty per cent of his sales were to men, about ninety per cent of these men bought from slips made out by their wives. In answer to a question he put his net profit at six per cent, and turned his stock four times last year. He condemned advertisers who expect a merchant to pay 55 cents for an article that he must resell at 60 cents. For that reason he had not put in such lines, and declared he wouldn't as long as he lived.

On Wednesday, John Fletcher, vice-president of the Fort Dearborn National Bank, spoke on the need of an advertising campaign to encourage diversified farming. He pointed out that the increase in population had been twenty per cent in the last 15 years, and the supply of live stock had decreased twenty-six per cent. He was followed by H. G. Larimer, a merchant of Chariton, Iowa, who made the point that the farmer wanted quality products, and the manufacturer who tried to put over price products without quality only created a market for the better article. He illustrated the point by an instance of one of the cream-separator companies finding that its best prospects were farmers who had the cheaper machines. "The same is true in the automobile line," declared Mr. Larimer, "Henry Ford is doing more to create a market among the farmers for $500 cars than the combined advertising of all the other manufacturers put together."

Judge A. E. Chamberlain, of the International Harvester Company, gave some interesting figures showing the vast educational work that various bodies were doing to better the living conditions on the farm. These figures showed that over 30,000,000 persons had been reached last year by these educational organizations. Mention was made of what the bankers' associations are doing along this same line, and representatives of the Illinois Central Railroad and the Canadian Pacific Railway described the educational campaigns they were waging to make the farmers along their lines more prosperous so that they might profit through this increased wealth. This point was borne out by an address from a farmer himself, who told the members very frankly what he liked and disliked in the various farm papers he received. His main grievance lay against papers that were poorly printed.

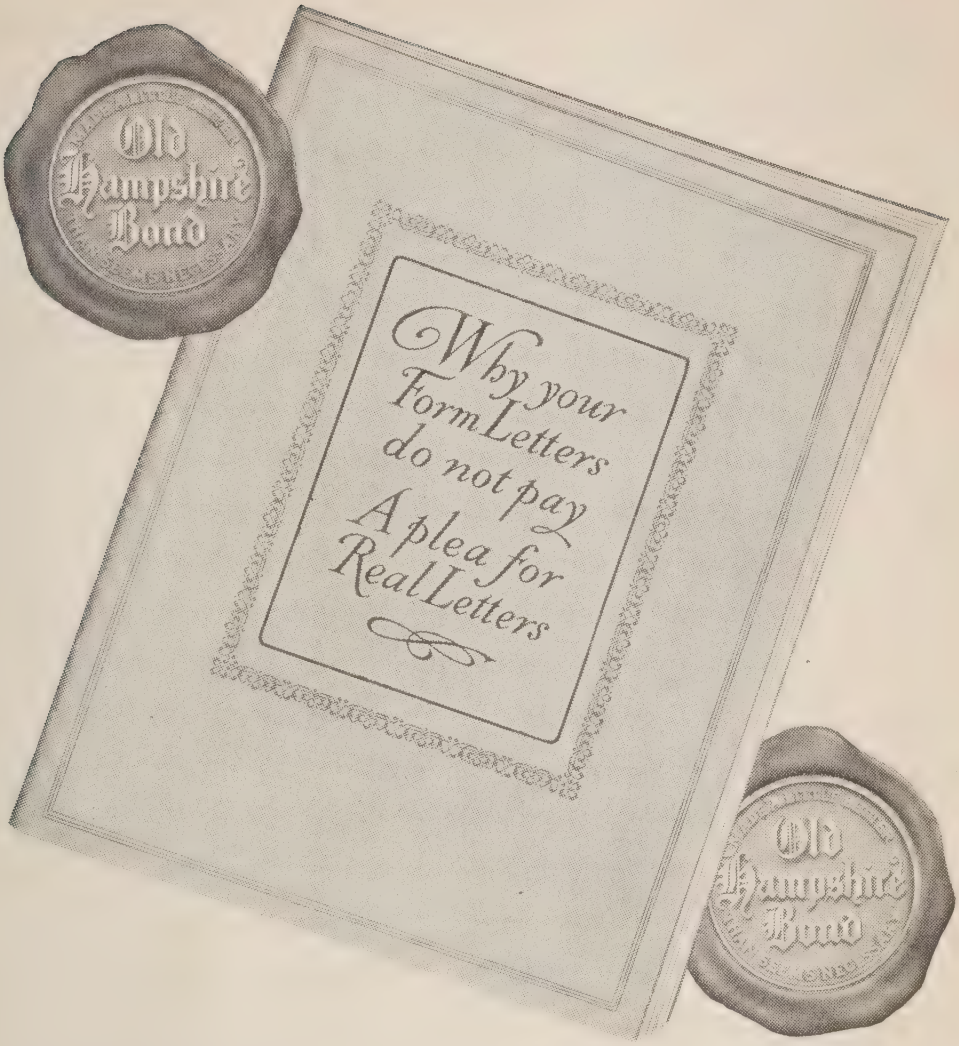
Interest in the exhibit centered on the display of advertisements of automobile concerns taken from farm papers. Hugh McVey, of *Successful Farming,* who had charge of the exhibit, told a representative of PRINTERS' INK that over seventy-two per cent of the 700,000 autos sold in the country last year were sold to farmers. Over 137 products advertised in farm papers were on exhibition. Many of these were items that are not commonly associated with the farm, such as cabinet talking-machines, sagless springs, player pianos, patent garters, Queen Quality shoes, Hyatt roller bearings, Serpentine crepe and other products. This was the second departmental held by the Advertising Association of Chicago to familiarize its members with the various branches of advertising. Frank E. Long, publisher of *Farmers' Review,* was chairman of the week, and presided at most of the meetings.

Trade Press Association Elects Officers

The St. Louis-Southwestern Trade Press Association held its annual meeting in St. Louis January 6. The following officers were elected: President, Henry R. Strong, *National Druggist;* vice-president, Albert von Hoffman, Auto Review Publishing Company; treasurer, H. S. Tuttle (re-elected), St. Louis *Furniture News;* secretary, Charles Allen Clark (re-elected), *American Paint and Oil Dealer;* executive committee, the above officers and O. F. Ball, *Modern Hospital;* Allen W. Clark, *American Paint and Oil Dealer;* W. E. Barns, *St. Louis Lumberman.*

Professor Parsons to Address Ad Women

The League of Advertising Women, New York, will be addressed January 18 by Prof. Frank Alvah Parson on the subject "Advertising Art and Typography—Study of Layouts."



BECAUSE the only man who is likely to buy Old Hampshire Bond is the man who knows the cash value of the difference between a good letter and a poor letter.

THEREFORE, our booklet, "Why Your Form Letters Do Not Pay," is a painstaking inquiry on profit in using fine business stationery, and not a vehicle for selling talk on Old Hampshire Bond in particular.

Once this booklet has opened your eyes to the real need for fine business stationery no persuasion is necessary to have you buy Old Hampshire Bond.

Old Hampshire Bond

In addition to this non-partizan booklet, we will send you, at your request, a portfolio showing specimen sheets of Old Hampshire Bond Stationery, both free.

HAMPSHIRE PAPER COMPANY

SOUTH HADLEY FALLS, MASSACHUSETTS

The only paper-makers in the world making bond paper exclusively.

Pennant for Advertising Held by

Los Angeles Times

Another Year has Passed into History, and in the Los Angeles Advertising Field "The Times," as Usual, Holds the Lead, Far in Advance of Any Other Publication

The publicity people have voted again. The official returns for the entire year of 1915 are in. The Los Angeles Times is, of course, at the top of the list, leading its nearest morning contemporary by 3,499,230 lines of paid advertising, and the third morning newspaper by 5,754,280 lines.

The total volume of advertising printed in 1915 by the first Los Angeles evening newspaper does not equal that of The Times by 6,058,724 lines, and the third evening newspaper is distanced by the big Times by 10,129,700 lines.

In automobile advertising The Times leads its nearest contemporary by 103,082 lines; and in foreign, or out-of-town, advertising, it leads its nearest contemporary by 106,800 lines, and shows a gain of 103,500 lines over its own record of the previous year.

The marked year after year advertising lead of The Times over all other Los Angeles newspapers shows the value of its advertising space, as well as the preference that local advertisers exhibit toward this journal as the most profitable publicity medium in the Pacific Southwest.

The following authentic figures tell the story of The Times' supremacy:

ADVERTISING IN LOS ANGELES NEWSPAPERS FOR 1915

	Lines.
LOS ANGELES TIMES	12,765,676
Second Morning Newspaper	9,266,446
Third Morning Newspaper	7,011,396
First Evening Newspaper	6,706,952
Second Evening Newspaper	6,184,290
Third Evening Newspaper	2,635,976

Advertising in the Los Angeles Times pays because this great newspaper regularly goes into more buying homes, and has more bona-fide readers than any other local newspaper, and stands first and foremost for the progress of Los Angeles and the Pacific Southwest.

WILLIAMS, LAWRENCE & CRESMER CO.

Representatives

New York Office.....225 Fifth Avenue
Chicago Office.....Harris Trust Building

Some Big Stores Which Favor the Stevens Bill

Department Stores By No Means a Unit in Opposing Price-Maintenance—Discussion of the Stevens Bill Brings Out Some Strong Favorable Opinions from Leaders in the Business

APPARENTLY the department stores do not stand as a unit in opposition to price-maintenance—in spite of the very conspicuous activity of certain prominent members of the National Retail Dry Goods Association in campaigning against the Stevens Bill. There have been several breaks in the ranks, and some very strong opinions favoring the Bill have found their way into print. For example, Samuel Bloomingdale, of Bloomingdale Brothers, New York, has expressed himself not only as strongly in favor of the Stevens Bill, but also as opposed to the practice of printing comparative prices in his advertising of articles whether trade-marked or not. The resignation of B. Altman & Company from membership in the New York Retail Dry Goods Association is said to have been due partly, if not largely, to the attitude of the Association in opposition to price-maintenance.

The Stevens Bill is furnishing a fruitful topic of discussion at meetings of local retailers' associations, and it is not at all uncommon to find the issues joined in a more or less spirited debate which is followed by a "referendum vote" among the members. At a recent dinner of the Retail Merchants' Division of the Providence (R. I.) Chamber of Commerce, for example, the discussion was led by Percy S. Straus, of R. H. Macy & Co., for the opposition, and by William H. Ingersoll, of Robert H. Ingersoll & Brother, in favor of the Bill. Through the courtesy of Mr. Straus, PRINTERS' INK is in receipt of the following report from Charles M. Coulter, secretary of the Retail Merchants' Division, which gives results of the referendum as follows:

In sending out our referendum we asked four questions, as follows:

1—Are you in favor of the Stevens Bill in its present form?

2—Are you in favor of any restriction of wholesale prices through legislation?

3—Are you in favor of any restriction of retail prices through legislation?

4—Would you be in favor of such a Bill if it included the same restrictions for the manufacturer, as it does for the wholesaler and retailer?

The result of the vote was as follows:—On the first question, the Noes had practically twice as many votes as the Ayes; on the second question, the Noes had a majority of 19; on the third question, the Noes had a majority of 16; on the fourth question, the Noes had a majority of 11. Because of this fact, the Retail Merchants' Division of The Providence Chamber of Commerce stands opposed to the so-called Price Maintenance Bill.

In a recent issue of PRINTERS' INK reference was made to the form-letters which were being sent by department stores to manufacturers, and the text of the letter sent by Jordan Marsh Company, Boston, was printed in full. Now comes a letter from John Shepard, Jr., president of Shepard Norwell Company, Boston, which indicates that opinion is as sharply divided in Boston as it is in New York. Mr. Shepard's letter is addressed to members of the Boston retail trade, and reads as follows:

"Having been interested since the inception of the Stevens Bill in its aims and intentions, I cannot refrain from replying to remarks made by Mr. Kirby at a recent luncheon. Mr. Kirby's remarks regarding the Stevens Bill seemed to me to be simply an attempt to find some reason for argument against the bill, and those he presented were not convincing, and are easily controverted.

"Certainly every merchant who is not in the business of price-cutting would be glad to know that on a trade-marked or special brand article (and only such would come under this law) a reasonable profit was assured, and that much staple merchandise now sold at practically cost would be disposed of at a legitimate profit.

"There could be no detriment to a first-class merchant if prevented from cutting the price of such merchandise as is above referred to, and trade-marked merchandise.

remember, is generally that for which the manufacturer has created, or will create, a demand. In such cases you buy from the manufacturer goods for which the advertising has been, or is being done, and for which a demand has been created, and you would make your legitimate per cent of profit.

"You would not, as Mr. Kirby puts it, 'be in the grasp of the manufacturer and liable to all his whims,' for his whole success depends on having the retailer satisfied with the intended profit, and the consumer satisfied with his product. In other words, to my mind, the manufacturer's strong point will be his arranging his prices so that the retailer will be satisfied, and no manufacturer who expects to succeed will be foolish enough to arrange prices in any other way.

"No retailer is obliged to buy any particular merchandise and will not do so unless a demand is being created, and this demand he will be glad to supply at the satisfactory profit which the manufacturer will place upon his merchandise.

"Please to remember that it is only trade-marked or special brand goods on which a certain selling price can be required, and that Mr. Kirby's talk about the impossibility of marking down merchandise and having sales, etc., has no apparent bearing whatever on this bill.

"That the trade-marked goods will not embrace and could not naturally embrace, hundreds upon hundreds of articles that are in the market constantly and from which come the larger part of our business.

"Perhaps one of the weakest statements made by Mr. Kirby was the fact that the consumer would be penalized by the passage of this bill. All merchants must make a reasonable average per cent on their sales or they cease to exist. Selling well-known articles, as is done to-day in many instances at about cost, must be equalized by a larger profit marking on other products.

"As for the elimination of competition, we will find plenty of competition outside of any trade-marked merchandise. Not only competition in prices, but competition in service.

"Personally, I cannot see one point that has been made wherein a first-class merchant is going to suffer. I see only benefit to him, but I do see a natural opposition on the part of houses which exist by price-cutting, this being one of the means of deceiving the public into the belief that other merchandise which they sell is also marked lower than the market price, whereas their average must be proportionally the same as anyone else, in order to keep alive.

"B. Altman & Co. resigned from the Retail Dry Goods Association of New York, because the attempt was made to have the Association make an organized effort against this bill, and this was probably largely on account of one man who was connected with that Association. Why the National Retail Dry Goods Association (some members and directors of which are in favor of the Stevens Bill) is so strongly opposing it, I do not know.

"I believe the best merchants throughout the United States, the reputable houses who want to do business squarely, are in favor of this bill.

"Instead of this bill being an injustice to the storekeeper, as is stated by Mr. Kirby, it can but prove a help to every honest-minded merchant who does not wish to live upon the reputation of some first-class article whose manufacturer he is able to damage by price-cutting."

Death of Frank H. Dodd

Frank Howard Dodd, founder and head of the firm of Dodd, Mead & Co., New York publishers, died January 10, aged 71 years. The *Bookman* was established by him in 1895.

Overland Earnings in 1915

John N. Willys, president of the Willys-Overland Company in a statement to shareholders says $10,000,000 approximates the earnings for 1915. This, he says, is over 9½ times the preferred dividend requirements on the new $15,000,000 issue and equal to 45 per cent on the common stock. He adds that the demand for cars is greater than ever before in the automobile industry.

—the last chance

The rates for MoToR, the National Magazine of Motoring, will be increased for new advertisers beginning in March and subsequent issues.

You can hold the present low rates for one year by beginning a twelve time order in February MoToR. Copy for one inch will hold the old rate, if your campaign isn't ready now.

The present rates are based on 25,000. For February the circulation will be 35,000, and will average considerably above that figure for the next year.

Here is an opportunity to buy the highest class, most effective automobile circulation to be had, at a price about 30% less than the value given. Don't miss it.

MoToR is the most successful medium in the automobile field. It carries more advertising, issue for issue, than any other publication. No automobile accessory or parts campaign is complete without it.

Last forms for February close January 17th
Mail us your copy to-day

MoToR

(Member Audit Bureau of Circulations)

119 West Fortieth Street - - New York City

What Is the Biggest Thing About Poster Advertising?

Its circulation?	No!
Its low cost?	No!
Its size?	No!
Is color advantages?	No!
Its flexibility?	No!

None of these things—big, valuable and potent as they are, is the *Big Thing.*

The *Big Thing* About Poster Advertising

is the tremendous cumulative value of its constant, every-day REPETITION.

Day in and day out, poster advertising *repeats* and *repeats* your merchandise story until it bores through the wall of the buying public's mind and finds a permanent lodging place.

The three division headquarters of our company, located in New York, Chicago and Pittsburgh, as well as branch offices in many other large cities, enable us to offer a poster advertiser exceptional service.

Ivan B. Nordhem Co.

POSTER ADVERTISING

UNITED STATES AND CANADA

NEW YORK DIVISION
Marbridge Bldg.,
Broadway at 34th St.

CHICAGO DIVISION
McCormick Bldg.,
322 S. Michigan Blvd.

PITTSBURGH DIVISION
Bessemer Bldg.

BRANCHES:

Philadelphia, Pa.	802 Chestnut Street
Buffalo, N. Y.	1044 Marine National Bank Building
Cleveland, Ohio	813-15 Rockefeller Building
Minneapolis, Minn.	Metropolitan Life Building
Kansas City, Mo.	Fifth Floor, Merry Building

Converting Salesmen to the Value of "Thick" Distribution

The Story of a Field Demonstration That Showed How to "Sell" the Idea of Competing Accounts to Dealers Themselves

By a National Advertiser's Good-Will Man

NOT many months ago I was called to the office of the president of my concern, which manufactures a line of goods that has been before the public a little more than half a century. It is one of those businesses that have grown from nothing to the most important in its line in the country. Forty years ago the company was making money and increasing its volume from year to year. Ten years ago it was continuing on its upward climb. But let me give my readers the rest of this part of the story in the words of the president.

"Mr. M——, I have shown you the records of our business for the past 40 years, and you will see that with the exception of years of business depression we have steadily amassed a greater volume from year to year. Seven years ago we began to advertise. For the first four years the results were highly satisfactory.

"You will note on going over the figures I have shown you that we have averaged, up to the time we started to advertise, seven per cent increase in the business each year over the one preceding. Beginning with the time that we first started to advertise, in 1908, we have shown a nine per cent average increase, but last year's increase showed only six per cent, and this year's shows only five per cent. It is apparent that the first few years' advertising brought unusually good returns, but it is also self-evident that we have been slipping back the last two years. From my standpoint there is no justification for an expenditure of $100,000 a year unless it shows increased business on these records which come to me from my head accountant. I have called upon you to find the difficulty because I want a new viewpoint. You haven't wrestled with the details of the advertising and you will bring a fresh and open mind."

WHAT THE SALES RECORDS REVEALED

After making necessary arrangements to have all the records available, a thorough-going investigation was commenced in which I had the co-operation of the sales and advertising managers.

A complete list of the active accounts was typewritten under geographical arrangement by States, followed by an alphabetical arrangement by towns. In each case the following information was secured: Population of the town; number of dealers and amount of business given by each dealer for the past seven years. It developed in the course of our search that when the advertising was first started there was a big increase in the number of accounts. At the beginning of the advertising there had been something like 5,000 dealers on the company's books, and three years later this number had increased to 8,000. What happened was this: The magazine advertising and dealer helps had secured an increased interest on the part of the dealers. The salesmen found it possible to cover their territories more rapidly and to sell larger orders than before. This condition has affected the jobbing business and the jobbers that were once active were taking only a passive interest in the sale of the goods.

Analyzing the great bulk of accounts, which ran from $300 to $1,000 a year, we found business on accounts of this size had been steadily increasing and that the great loss had come from the loss of the jobbing business and through the loss of business in the big cities where price-cutting had prevailed following the establish-

ing of the goods through the medium of national publicity.

In analyzing the circulation of some of the mediums in which the concern advertised, it was found that something like 48 per cent of the circulation went into towns of 5,000 and under, and that another 20 per cent went into the very large cities.

This concern had never cultivated the smaller-town trade and was on the outs with the big-city trade because of the price-cutting conditions referred to.

This meant that only 32 per cent of the advertising put out had much of an opportunity to work for the company's good. This all seemed logical enough and, apparently, we had found the reason why the business was falling off. Where the distribution of merchandise was good the business was increasing, but where jobbers had sold, business had fallen off to such an alarming extent that the net average gain per year was being pulled down. The first advertising activities had opened enough new accounts in certain districts to hide the loss of trade formerly secured through the jobbers. But now nothing was being done to have the goods flow through all the channels opened by publicity.

SALESMEN SELLING ONLY BEST DEALERS

Going into more detailed investigation of the selling conditions we found certain members of the traveling force sold goods along the lines of least resistance. That is to say, in a town of 30,000 where, for instance, there might be 14 prospective accounts, the salesmen would have but two or three. It was found that the leading dealer would gladly carry the line as a whole, and carry it almost exclusively, because it was the best line on the market and because it was advertised and because there were no disturbing price conditions in the local market. This made it very easy for the salesman and a very pleasant way of conducting business. His own sales would show to advantage over previous years and despite the back-sliding, no accusing finger could be pointed at him. Therefore, he neglected the other prospective accounts, and these other dealers were buying competitive lines either direct or through jobbers.

The first thing that was necessary for us to do was to determine that a complete examination should be made of every city on a given salesman's territory to show the number of prospective accounts and the number of actual accounts which were being sold. It was decided that we would take this one territory as a basis for our experiment, and go in there and sell every possible account in the towns already covered and also comb the smaller towns, going down to villages of 1,000 and under in order to give our advertising a chance by supplying the demand it was supposed to have created.

The territory chosen happened to be in the State of Ohio, where the interurban traction companies operate so extensively that travel was made comparatively easy. Again, Ohio was chosen because it is an excellent State from the standpoint of national periodical circulation, and a State rich in land wealth.

GETTING RECALCITRANT SALESMEN IN LINE

I, personally, spent much time on the territory, attempting to show the salesmen, who believed in selling a few accounts, the folly of this practice, explaining that the firm was paying big money for advertising matter to go into every home in each man's territory, and that he on his side was selling to a few of the dealers and, therefore, reaching in that way only a comparatively small number of the people who were being educated to call for the company's merchandise.

In one case the salesman said: "If we opened another account in N—— my best customer would leave me. We may sell four or five other men $100 worth apiece, but you will make me lose an account which pays $2,000 a year, and you can't show me the wis-

dom of that, advertising or no advertising."

I then asked this man if he was willing to have me try it in one town that we might prove who was right, to which he assented. I therefore, went into the town in question, going straight to the best customer and explaining the same thing to him I had explained to the salesman about what I call "thick advertising and thin distribution." I told this man that, if we could handle the accounts of his retail competitors, instead of our manufacturing and jobbing competitors handling them, every dealer in town, to a man, would be advancing arguments in favor of our goods which he so generously stocked. I told him that, inasmuch as he enjoyed the bulk of the business now, he would no doubt continue to enjoy it.

I explained to him further that if we could get all of the business in the town, it would give us more money to spend for advertising and more money to give him on display material for his store. I told him that it would better enable us to control the price situation, in case of any difficulty, and laid particular stress upon the point that if retail competitors sold the same merchandise that he sold, instead of drawing their fire when customers inquired for our merchandise there would be a unity of opinion as to its good quality and, therefore, he would derive certain benefit from the "word-of-mouth" publicity of his competitors.

Without much difficulty I convinced him that his superior service would be enough to bring patronage to his store and that perhaps it was wise to have these competitors carry the same merchandise.

Following this interview I took my sample case and sold six other accounts in the town, went to the various banks to which I was referred, got satisfactory credit references, made sure as I could legally that there would be no price-cutting conditions, and brought back as a result of this expedition, a nice little total of orders.

The salesman would not believe that his customer would hear of such a thing, much less could he believe that his pet had sanctioned the sales. This was a case where it was necessary for time to tell, and time did tell. Wide distribution in this town has not reduced the yearly volume of business, but on the other hand has materially increased it. In this manner we went from town to town until at the end of one year we had a record in this territory of an increased volume of 23 per cent as against eight per cent of the year before.

Getting all the facts and figures that I had to command, as a result of this investigation, I went before the president again and explained my findings regarding his "thick advertising and thin distribution." I showed him whence his losses had come and convinced him that he could put on ten more salesmen as soon as he could train them for the work, leaving him perfectly satisfied that the fault was not in the advertising, but rather his own for leaving well enough alone when conditions were good. And these new salesmen, as well as the old hands, are impressed with the folly of passing up smaller outlets when the "star" has been sold in any given town.

H. R. Doughty With Ruthrauff & Ryan

H. R. Doughty has joined the staff of Ruthrauff & Ryan, New York advertising agency. Several years ago he was connected with the Moore Brothers Company, of Joliet, Ill.—then the Joliet Stove Works—in charge of its advertising. Later he became associated with the Gerlach-Barklow Company, of the same city. He has now resigned as director of sales of this company's direct-advertising division to go with Ruthrauff & Ryan.

Arkenberg Opens New York Office

The Arkenberg Special Agency, of Toledo, Ohio, which specializes in newspaper classified advertising, has opened a New York office, with E. A. Arkenberg in charge.

Stevens & King, Inc., New York special representatives, have been appointed to represent the Sioux Falls, S. D., *Argus Leader* and the Springfield, Ill., *News-Record*.

The Kind of Editing That Counts in "the Family Organ"

How It Should Be Run and How the Matter Should be Obtained

By Edwin A. Walton

Adv. Mgr., Burroughs Adding Machine Company, and formerly Advertising Manager of the Timken Roller Bearing Company.

CAN anyone imagine a family the members of which would gather day after day without general conversation? If, then, you would have the members of your business organization feel a family interest and pride in their work, you must provide the means for exchange of ideas and news. Can anyone imagine a happy family where the father does all the talking? No; even the smallest child must have his chance.

To my mind there is no more potent factor in the development of the family spirit in an organization than a well-edited house-organ. And able editing necessarily means that the employees themselves shall do most of the talking with only a very moderate amount of talk from "father." Of course, as in the household, "father" should direct the conversation so that it will be harmonious and helpful to all. Much depends on "father," who, in the case of the employees' house-organ, is the editor.

While there are important lessons to be drawn from the ideal of the happy home, there are also important differences that must be kept in mind. It isn't practical to let many of the employees actually write articles. Few of them have the training or ability to write. Yet the house-organ should contain the thoughts they would like to utter if they knew how to utter them in print. I mean, of course, only the good, constructive thoughts or the interesting, helpful news.

To get these thoughts and these items of news requires the ability to "mix" on the part of the editor, and it requires the "nose for news." The best house-organ writer I ever knew had a wonderful faculty for making friends in the organization, from president to truck-pusher. He called most of them by their first names or their nick-names; he learned much of their home life, the composition of their families, their sports and hobbies—and he remembered what he learned. He sympathized with their aspirations and patiently listened to their complaints, though he was ever careful not to encourage or to repeat negative comment.

This man was always a welcome visitor in the factory and quite naturally the men delighted in giving him the news. In fact, news came so easily that it was ever a question of elimination rather than of the manufacture of this important commodity. Whenever an employee had made an extra good production record or devised some new way of improving the product you may be sure he watched for his "friend" to come 'round to tell him about it.

The successful editor must be a reporter, with the reporter's instinct for newsy material in line with the main object of the publication; he must be a salesman, with the salesman's faculty for making and holding friends; a diplomat with both the men and the management; a thorough student of company policy; a writer, capable of reflecting that policy in every line of his copy—never in the preachy way, but rather in the subtle manner that gets the policy across by the news route.

To hold his news sources month after month, in spite of individual views as to how things should be printed; in spite of natural prejudices, jealousies and the resentment often stirred up when copy is cut to suit space and policy, the house-organ editor has to employ an immense amount of diplomacy.

News must be gathered from the

(*Continued on page 109*)

STRATHMORE QUALITY

Elegance

YOU can suggest the "*Elegance*" of your product in the paper as well as in the wording of your printed matter.

You can express the "*Strength*" of machinery, the "*Femininity*" of wearing apparel, the "*Dignity*" of a profession, the "*Exclusiveness*" of an automobile—the "atmosphere" of any product, with Strathmore Papers. By their very look and feel these papers utilize the power of suggestion to say your say.

Our graphic demonstration booklet "*Paper does express*" will show you how to make the paper of your booklets reiterate the message of your wording. Write us or ask your printer for a copy. The Strathmore Paper Co., Mittineague, Mass., U. S. A.

STRATHMORE
EXPRESSIVE PAPERS

THE AYER & SON ADVERTISEMENT
(*Continued*)

Northern New York, which has become known the country over as the home of the Welch Grape Juice Company, or Canajoharie, made famous through the Beech-Nut products. The name of almost every town in New York suggests some widely advertised article—Troy means collars and shirts; Ilion, filing equipment, typewriters and firearms; Utica, knit goods; Oswego, starch; Rochester, clothing—and so on through an extended list.

Yet, despite the wonderful advertising achievements of numbers of New York manufacturers, there are many others who have not availed themselves of their opportunities.

Why the silence on the part of the glovers of Gloversville and Johnstown? Especially now, when foreign importations are a problem, should not the fine gloves of New York come into their own?

What about your flour, Rochester? Why should Minnesota be left with practically an open advertising field for this great staple?

And shoes and neckwear and agricultural implements, in which New York stands so high productively, why aren't these products more widely known?

New York City herself is neglectful of many fine advertising opportunities. For instance, she turns out countless thousands of outergarments and undergarments for women that are unidentified by the makers' names. These garments are sent to every corner of the Union, yet the women of the country do not know them by name. Duplicating any garment is almost an impossibility for consumers. The trade-marked merchandise of this description is of such small volume as to be all but an unknown quantity. There is room for the national advertising of women's garments made in New York. There are, also, comparatively few nationally advertised lines of men's clothing made in New York State, and the total output, in suits and overcoats alone is so great as to beggar the imagination.

New York City is the financial center of the country, with its great banking institutions and big captains of industry. It is also the poverty center of the country, with its teeming tenements and jobless thousands. It is the style-setter for the nation, yet among its polyglot populace are some of the most wretchedly garbed people in the world. It is the hiving-place of artists and writers; also of tramps, beggars and thieves. It has the finest and most modern transportation system in the world. It is also the only city in this country in which the antiquated horse-pulled street-car may still be found. It is beautiful and ugly. It is fine and it is vile. It is everything rolled into one great turbid, struggling mass of humanity hailing from everywhere.

75,000 persons die in New York City in a year and 130,000 are born. New York City has 1,400 churches to fight its 10,000 saloons, and 11,000 policemen to keep its naughty children in line. Some of its building lots sell for $700,000 apiece. Of milk it drinks 15,000 barrels a day and uses 16,000,000 barrels of water. In the city and within commuting range live seven or eight million people, a large part of whom spend their waking hours between burrowing underground in the subways and working in buildings whose "skyish heads" almost penetrate the clouds.

A marvelous city, indeed, where every extreme meets and which stands to-day as the wonder-spot of all the world.

Now, as to our own association with the industries of New York. If it be true that a man may be judged by the company he keeps, we may well be pardoned for listing with pride our clients in the Empire State. We have the honor to be advertising counselors to many New York manufacturers and to many institutions which are preparing youngsters of both sexes for their places in the world of business and progress. Fifty

(*The Ayer & Son advertisement is continued on page 107*)

THE AYER & SON ADVERTISEMENT
(*Concluded*)

schools in New York State are our clients. Among our clients who make and sell, or serve, are National Biscuit Company, American Telephone and Telegraph Company, American Sugar Refining Company, Ansco Company, Western Union Telegraph Company, Steinway & Sons, William Demuth & Co., Ferris Brothers, Western Electric Company, Encyclopædia Britannica, The Fleischmann Company, Goetz Silk Mfg. Co., Seth Thomas Clock Company, Spencerian Pen Company, General Chemical Company, Smith Brothers, Diamond Match Company, The Fifth Avenue Building, Rosenthal Brothers, Welch Grape Juice Company, Lazell, Perfumer; Whitall Tatum Company, and numbers of others who are advertising nationally through Advertising Headquarters.

What better proof than this list of our clients in one State can we offer of our capability and versatility? These advertisers are of the class for whom only the best is good enough. They sell everything from yeast cakes to pianos, and, in addition, they include public-service corporations who have a story of service to tell.

All these varied interests, ranging from comparatively small businesses to the largest, and with a variety of products which practically runs the gamut of advertising appeal to every class of our population, have come to us as the agency best equipped to serve their widely differing needs.

What stronger argument could we present to prove that we are really a National Advertising Agency, serving equally well both the small and the large advertiser?

Wouldn't it be valuable to you to have the advice of an agency so well associated with signal advertising successes and so thoroughly experienced in all lines of publicity?

N. W. AYER & SON
Philadelphia
New York Boston Chicago

The Backbone of a Magazine

is the subscription revenue. Any one can secure circulation—at a loss. The subscription receipts for Arts & Decoration for 1915 were 50.4% ahead of 1914—and the percentage is growing. The last four months were 62.8% ahead of the corresponding months in 1914.

The figures merely prove our assertion that the fastest growing interest among wealthy and discriminating Americans is in artistic surroundings and distinctive homes.

Wise space buyers naturally watch the mediums which reflect the tastes, intelligence and financial capacity of the reader. Of course, the advertising revenue has increased—to be exact 27.7% over last year.

Arts & Decoration
The American Connoisseur
THOS. W. ASHWELL, Publisher
434 Lafayette St. New York

We shall be glad to send "Facts about Arts & Decoration" to anyone interested.

ALBRO C. GAYLOR
Adv. Manager

Effective January first, 1916

The Baltimore News

becomes associated with The Washington Star, The Indianapolis News and The Montreal Star in the operation of the joint advertising office for the handling of Western business with headquarters in First National Bank Building, Chicago. The office will be under the management of Mr. W. Y. Perry and Mr. John E. Lutz, who are prepared to give Western advertising agencies and advertisers their best efforts in serving their interests. Business west of Pittsburg and Buffalo is within the jurisdiction of this office. THE BALTIMORE NEWS makes a strong addition to this well known group of leading evening papers and is prepared to co-operate with advertisers and agencies in the furtherance of their business promotion in Baltimore.

Cover Baltimore at One Cost
Use The News

THE NEWS is represented in the eastern field by DAN A. CARROLL, Tribune Building, New York.

entire field throughout which the publication circulates. So, then, the gathering of news calls, first, for a wide-awake corps of correspondents in the different factory departments, office departments and branches. And it demands a general invitation for good stuff, from and about the organization "family" everywhere.

Of course, the old adage, "If you want a thing well done, do it yourself," applies here broadly. While the editor may have his regular sources of information at "strategical" points, he must not depend too much on the correspondents' diligence for his supply of "dope." As the telegraph or state editor of any newspaper knows, they usually "flatten out" after a while. Then there is the greater proportion of matter for a publication of this kind that cannot be handled by anyone but the editor, who is in touch with company policy, knows the limits of space and the publication's individual style.

When it comes to deciding on what is to be put into a publication of this kind the guiding principle must be the ultimate aim of the house-organ—to cement the relationships of the big family. Human interest must be the bait that is to catch the reader and get the message home. It is, of course, fully as important to know what to omit as it is to know what to publish.

Whether the story be about a salesman who looks like the president; one of the company's machines that has been on the job 40 years without a hitch, or a factory department foreman who has suffered his head to be shaved to further encourage the growth of hirsute thatch, the principle is the same. Whether the reader laughs with, sympathizes with or marvels at the subject of the story, if his interest is directed company-ward, the story hits the bull's-eye.

There is one very difficult side to the editor's labors. He is often confronted by the manuscript of the fellow who wants his generously detailed personals run "just as they are wrote," or the "brilliant" dissertation of a superior officer whose stuff he knows ought to be cut or "rehashed," or the piece that some important human factor in the organization has generously offered to write and insists should appear in the very next issue. Often the press is waiting for that very piece and he is up against the time-wasting work of running after the thing until patience almost ceases to be a virtue.

THE STUFF THAT COUNTS

The real stuff for house-organ editing, I have come to believe, is the stimulating, organization-boosting matter that first interests, then incites to loyalty in the broadest sense. So far as the written material is concerned, it should be a judicious admixture of news matter, feature stories, editorial matter, half-tones, cartoons, jokes and semi-official matter, gathered from the four corners of the field, the shop, the home office and the branches. No one department or person should be overplayed or the effect will prove a boomerang.

In organizations where welfare work among employees is part of the company policy a house-organ may very profitably, in the most interesting way possible, give such matters the fullest recognition. Sports have an undisputed place in the columns of such a publication, provided no one department, team or individual is given undue prominence.

My own advice to a concern wishing to publish a house-organ is to secure an editor of ability and sound judgment, give him considerable time and a lot of help in absorbing company policy and then let him be *de facto* editor. If he makes a few mistakes forgive him freely, so long as he learns by them and does not repeat the same mistakes. Only by this plan can you get and hold that intangible but very real and very essential something known as "pep." Then if, after a fair trial, you find you have selected the wrong man—get a better.

My advice to a would-be editor who has the courage of his convictions that he can be one, is to be *de facto* editor, get out his sheet and afterward either "sell" his present boss or a new one.

A Developer of Bauer & Black Policies

Stephen H. Black, Who Died Last Week in Chicago, Reputed to Be a Salesman of Unusual Ability —Didn't Believe in "Ginger-Up" Practices—His Use of Advertising

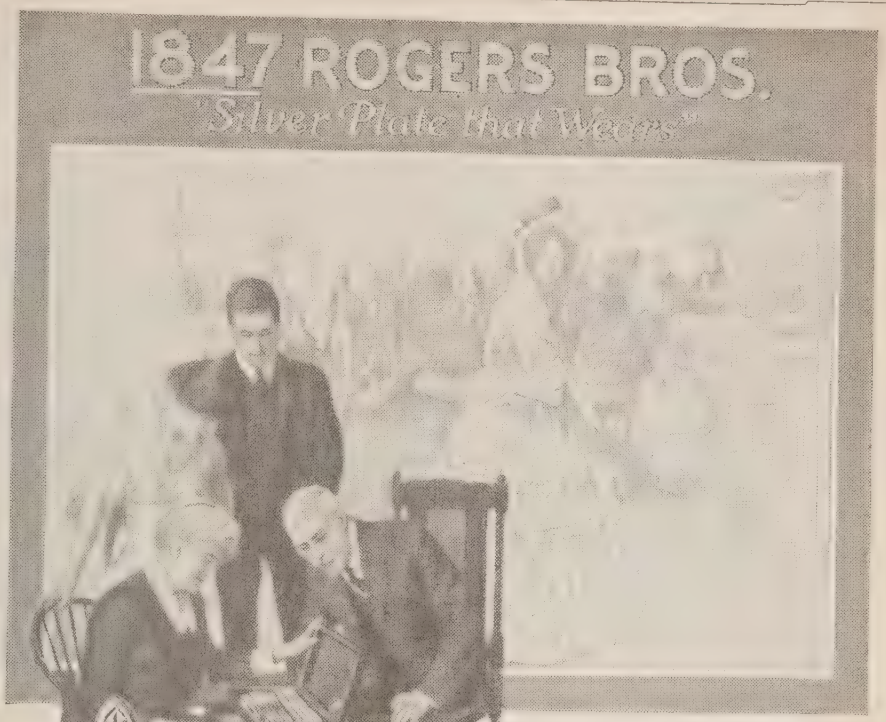
THE death in Chicago, last week, of Stephen H. Black, vice-president of the firm of Bauer & Black, makers of Blue Jay Corn Plasters and other advertised drug specialties, deprives that concern of an executive of the pioneering type. It was largely through his individual salesmanship, PRINTERS' INK is told by an official of the firm, that the business grew from a modest beginning into a concern capitalized at over $600,000. In the trade Mr. Black is spoken of as the best salesman in his line, and it is interesting to note, in passing, that Mr. Black asked no greater compliment than to be called a salesman. To his mind it typified more than the average man's conception of the term.

Being first and last a salesman, even though he was the sales manager of the second largest business of its kind in the country, some of Mr. Black's views on handling salesmen and helping salesmen should be of interest. He regarded the salesman as something more than a machine for grinding out business. Regarding his sales force as he did, he would have none of the newer methods for "gingering up" and "tuning up" his men. Perhaps his policy could best be summed up by stating he was an individualist. He did not favor methods that deal with his men *en masse*. When a man's sales dropped off he was quite likely to jump on a train and go down and work the territory himself to find out what was the matter. He never allowed himself to feel that he was too big a man to put a sample-case under his arm and go out into the field. As he grew older he supplemented this method by calling in his men for personal talks at the factory.

At one time he was persuaded to call a sales convention and the salesmen from all over the country were called in to attend. He never held another. He believed the cost was out of all proportion to the benefits they got out of it, because this method did not permit a sales manager to get into close personal touch with a man, and to get right down to the heart of the problems that bothered him. His whole idea was to help a man to get more business by co-operation rather than by inspiration.

This idea is reflected to a great extent in the advertising done by the company on its Blue Jay Corn Plaster. Both Mr. Bauer and Mr. Black look upon advertising largely as a salesman's help. By concentrating on this specialty they have created a leader that wins for their men a favorable reception. The leader carries the other specialties along with it, and largely as a result of this continual backing up the salesmen Blue Jay Corn Plaster is claimed by its manufacturers to be the largest selling corn plaster on the market to-day. During the past few years Mr. Black gave more and more of his personal attention to advertising, and realized very fully its great value to the company as a selling lever.

Mr. Black belonged to that class of sales managers who have fought their way to membership in the firm by sheer selling ability. Born in 1861, he started selling as soon as he had finished school. At twenty he was in business for himself in Omaha. Two years later he came to Chicago. At that time the present business, under the name of Bauer Brothers, was sadly in need of someone to go out and sell its product, the old Frost King and Queen chamois vests, which will be remembered by the older generation of advertising men. Mr. Black proposed organizing a new company with him as sales manager, and the present firm of Bauer & Black joined the advertising ranks. From time to time Bauer & Black pushed other leaders in the advertising, but their big success has been Blue Jay Corn Plasters. Mr. Black's death followed an attack of apoplexy, after nine months' illness.



Above is an accurate interior of a Boston jewelry store of over 50 years ago.

WHEN there is a newly wedded pair to be remembered, an anniversary to be celebrated, or when any one is to be gladdened by a gift, remember there is a brand of Silver Plate so standardized that the name really adds to the intrinsic value of the article.

INTERNATIONAL SILVER CO.
Meriden, Conn.

The World's Largest Makers of Sterling and Silver Plate

"Ten Thousand Dollars' Worth of Herbert Kaufman"

A MASTERSTROKE IN THE USE OF PRINTERS' INK

THE double-page ad. in the Saturday Evening Post of January 8 (costing $10,000) to announce

HERBERT KAUFMAN'S WEEKLY PAGE

represents the largest expenditure ever made in America for a single announcement of a newspaper feature. In the same degree it expresses the faith of King Features Syndicate in the value and importance of that feature. We believe that this advertisement without a parallel describes a feature without a parallel.

As to newspaper writers—there have been only two kinds: men who knew writing but didn't know business, and men who knew business but didn't know writing. Either could be imitated or duplicated.

A man who knew both writing and business, and both in an eminent degree, would have to be regarded as unique.

Such, in fact, is Herbert Kaufman.

No other contributor to the American press has his equipment of experience, of inspiration—of sheer genius. He is the only writer who has penned classic poems and directed national selling campaigns with equal facility and equal success. He is the only writer whose fame in literature is fully matched by his fame in business advertising. The same pen that wrote "The Dreamers," "Why Are You Weeping, Sister" and "The Dirge of Doubt," analyzed and planned the world-wide selling campaigns embraced in the advertising of the National Cash Register, the International Harvester Company and similar organizations.

There is no other Kaufman. There can be no other Kaufman feature—no other feature *like* Kaufman.

Here are some of the first newspapers to secure the Herbert Kaufman Weekly Page:

Atlanta, Ga., American
Boston, Mass., Herald
Baltimore, Md., Sun
Chicago, Ill., Examiner
Cincinnati, O., Commercial-Tribune
Cleveland, O., Plain Dealer
Detroit, Mich., Free Press
Denver, Colo., News
Kansas City, Mo., Post
Los Angeles, Cal., Examiner
Louisville, Ky., Herald
New Orleans, La., Times-Picayune
New York American
Philadelphia, Pa., Public Ledger
Pittsburgh, Pa., Gazette-Times
San Francisco, Cal., Examiner
Washington, D. C., Star
Montreal, Canada, Herald

KING FEATURES SYNDICATE

35 West Thirty-ninth Street New York City

Associated Clubs Bring Out Another Cherington Book

"The Advertising Book for 1916" Intended as Part of a Permanent Reference Library—Supplementary Volumes to Be Issued Annually, Thus Keeping Subject Matter Abreast of the Times

WHEN the Associated Advertising Clubs brought out the first Cherington book, "Advertising as a Business Force," three years ago, it was recognized that events would sooner or later make revisions necessary. It is a striking commentary on the rapidity of advertising progress that the short space of three years necessitates a new volume of 600 pages to bring the record up to date. In "The Advertising Book for 1916," which is announced for publication January 17, Mr. Cherington has brought together a great deal of supplementary matter, as well as matter which is clearly intended to bring his earlier work abreast of the times. It is the present intention to issue these supplementary volumes annually, so that with the first book as a basis they may form a practical reference work on merchandising topics.

It appears that the writer upon a subject like advertising, which is very much alive and in the full tide of progress, is confronted with an alternative. He may indulge his personal vanity to the extent of drawing a lot of conclusions which the progress of the art will promptly relegate to the limbo of the obsolete, or he may resist the impulse to pose as an authority for all time, and spread upon the records the tangible evidence which will have its value until it is overruled by experience. Mr. Cherington's work is of the latter sort, hence it is very seldom necessary to qualify his statements with the "important if true" proviso, and one need never stop to inquire as to whether he is discussing advertising as it ought to be (in his estimation), or is talking about advertising as it really is.

As was the case with his earlier book, the present volume is very largely made up of material which has appeared in PRINTERS' INK during the past three years, with occasional excerpts from other business and advertising publications. Mr. Cherington attempts to do little more than select his material for its significance, arrange it according to its place in a general scheme, and illuminate it with a few words of comment—but in reality that is a great deal. In his chapter on "Advertising and the Consumer," for example, he is able to show by the simple arrangement of the evidence and without preaching, how important a problem it is to deepen the understanding of advertising, both on the part of the general public and on that of advertisers themselves. It is easy enough to generalize about an abstract problem of that sort, and far too easy to explode opinions about it. It is quite a different matter, however, to set it up in the proper perspective, show the many different angles from which an adequate solution of the problem must be approached, and leave to experience the task of working out the best possible solution. Without getting his feet off the ground, Mr. Cherington is able to point out the broader developments which advertising is approaching, and at the same time to show conclusively that the solution of the broader problems must spring from the practical interpretation of everyday experience.

The book is, further, to be praised quite as much for its arrangement as for its subject-matter. Articles which deal with the progress which has been made in advertising methods—that is, in the use of the tools of the technical advertising man, such as methods of analysis, mediums, catalogues, etc., etc.—are placed in the second section of the book. The relationship of advertising to business, in the broad sense, is the subject of the earlier chapters, taking up in succession such topics as "Advertising and the Consumer," "Progress in Retail Advertising," "Retailer's Field and Problems," "Dealer Helps," "Retailer and National Advertising," "The Depart-

ment Store and National Advertising," "The Chain Store Problem," Under the latter head, for example, Mr. Cherington reprints a good deal of the material which appeared in PRINTERS' INK during the fall of 1914, and which still remains the most important contribution on the subject. Each separate topic is similarly treated, and the executive who is interested in advertising without being concerned with its technical details will find the first section of the book quite accurately fitted to his needs.

That is not to say, however, that the technical side is neglected. Quite the contrary; in fact, almost exactly half of the 600 pages is devoted to the record of progress in actual advertising practice. Making investigations and handling statistics, fixing advertising appropriations, building catalogues and handling direct-by-mail campaigns, etc., are well represented. The book gives a record of progress in handling circulation questions, in the protection of trade-marks, and the adoption of standards of practice by the various groups of so-called "advertising interests." The list of State laws against fraudulent advertising is given in full, together with a quite comprehensive outline of the development of the Vigilance Committee movement.

Of course, the practical value of the plan to make the series of "advertising books" a permanent encyclopædia of advertising practice will depend upon the wisdom with which the included material is selected.

E. N. Brown Secretary of Bayer-Stroud

E. N. Brown, New England representative of the Bayer-Stroud Corporation, New York advertising agency, has been elected secretary of the company and transferred to the New York office. The Boston business will be handled from New York headquarters hereafter.

Death of Founder of Kansas City "Journal"

Colonel Robert Thompson Van Horn, founder of the Kansas City *Journal*, died January 3, aged 91 years. At the time he retired in 1896 he had been editor of the *Journal* for 41 years.

Gravestone Publicity

Quite a little comedy has occurred in advertising recently which raises the whole question of taste and the fitness of publicity at certain times, in almost a new form. A Newcastle marble mason has come into collision with the Rev. W. G. Bird, the vicar who controls Gilsland Churchyard. The Newcastle marble mason having completed a headstone, the inscription of which was sanctioned by the vicar, added his name, trade and address in bold letters at the foot of the stone. As far as we can gather, the vicar wanted the obtrusive advertisement removed, and the marble mason insisted that it should stand. The matter came before Chancellor Prescott, in the Consistory Court, who gave authority for the removal of the tombstone unless it is altered to meet the wish of the incumbent. Commenting on the matter, the *Carlisle Journal* suggests the decision is approved locally, as we think it ought to be. Believers in advertisements ourselves, we certainly endorse no method of publicity which offends public sentiment or debases sacred things. It is not often the question of advertising on gravestones arises, and we should think but little of advertising men as a body if it did, but consideration of the Gilsland dispute recalls to mind two quaint advertisements which are included in Henry Sampson's "History of Advertising."

Mr. Sampson is not too explicit, but he claims that in one old churchyard in the North an eloquently carved memorial stone bears the inscription: "Sacred to the Memory of John Roberts, Stone Mason and Tomb Carver, who died on Saturday, October 8th, 1800." The last line of the inscription says: "N. B.—Business carried on by the widow at 20, Freshfield Place." Mr. Sampson thought that the excuse for the Widow Roberts might be that she was in the tombstone line herself, but there does not seem much excuse for a further example, which he quotes in the form of a reproduction of a sketch of the tombstone itself. The tombstone is stated to have positively stood in a churchyard near Gateshead, and the inscription quaintly reads: "Here lyes Jeremy Jobbins, an affectionate husband, and a tender parent. His disconsolate widow, in the hope of a better meating, continues to carry on the long established tripe and trotter business at the same place as before her lamented bereavement. Reader pause and notice the address." This ghoulish advertisement is certainly not without humour, but we fancy our historian's leg was pulled by his correspondent. We like not that alliterative Jeremy Jobbins, nor the name Jobbins itself, and we are very suspicious indeed of the "disconsolate widow." — *The Advertiser's Weekly*, London.

Darrell Associated with New Orleans "Item"

L. P. Darrell, for many years associated with the advertising department of the Washington, D. C., *Star*, has joined the advertising staff of the New Orleans *Item*.

THE COMPANION'S NEW HOME

AFTER TWENTY-FIVE YEARS in its old building, *The Companion* begins the new year in a new home. Twenty-five years is not a long time; but in those particular years the business community has made a notable advance in its knowledge of the principles of efficiency and of the practical methods of applying them. The new *Companion* building is a huge machine planned with the best modern knowledge and engineering skill to further the most economical and efficient handling of *The Companion* work.

The building faces Commonwealth Avenue,—the most beautiful thoroughfare in metropolitan Boston,—and looks up the Charles River to the Harvard Stadium, and down it across the Back Bay to the State House on Beacon Hill and the picturesque tower of the Boston Customhouse. Here shall be one continual "At Home" for old friends and new, with the Publishers' cordial welcome.

THE YOUTH'S COMPANION

Commonwealth Avenue and St. Paul Street, Boston, Mass.

It is Readers that Count

I know of but two Agricultural Publications in the U. S. which submit to the exact and rigid audit of *Price, Waterhouse & Co.*, chartered accountants.

They are:—

Country Gentleman of Philadelphia and
Better Farming of Chicago.

The report for 1915 rendered Dec. 28, showed that Better Farming has distributed an average of **318,750** copies for the 12 months; **309,963** of which were to **paid subscribers.**

Paying subscribers are reading subscribers!

Reading subscribers are the only kind that pay advertisers.

Better Farming has them, lots of them, of whom those below are typical.

Fred L. Chapman
Editor and Publisher

A FATHER'S OPINION

Editor of Better Farming:—

I sent you $1.00 for a five-year subscription. Now I have received three copies of your paper. They have given me a new interest in my job. I want to do not only better farming, but do better living. There is a tone to your paper which makes me want my whole family to read it and they do. If any paper deserves a million circulation, it is yours.

Very truly,

Iowa. E. C. STOVER.

A MOTHER'S OPINION

Editor of Better Farming:—

I have just read your paper from front to back. It set me tingling with enthusiasm. I am glad I am a farmer's wife, and am glad to have your help and inspiration in my work. Your last number is an agricultural education mixed with the spice of politics, a flavor of fun and a good wholesome dredging of ethics and religion. I don't know whether our subscription is out, but here is a dollar for another five-year term.

Ohio JENNIE STEWART.

Better Farming is "The Trade Journal for Better Farmers"

A. GANO BURT, Adv. Manager
141 W. Ohio St., Chicago, Ill.

GRAY CRANE Genl. Manager
1182 Broadway, New York

Merchant's Fight Against the Chain Store

(*Continued from page 12*)

fair and honest. It doesn't seem to be their policy to play their independent competitor dirt. They do not deliberately try to kill him. It is rather their policy to ignore him entirely, with the idea that their superior methods will eventually eliminate him. I could not have expected cleaner competition than the chain gave me. Though they put me out of business and caused me to lose a pile of money, it was not unfair tactics that did it. It was the efficiency of their merchandising.

The ruthless methods, formerly practiced by some of the cigar and drug chains, are not in vogue with the ten-cent syndicates. They seem to have anticipated legislation anent unfair practices, and have regulated their methods accordingly. Furthermore, the chain people know that it would be poor business policy for them not to recognize the fine ethics of trading, which is growing so rapidly in this country. Of course individual employees of the chains occasionally do things that would not receive the sanction of their superiors.

A few years ago one of the superintendents of one of the ten-cent syndicates went into the store of an independent variety merchant in whose town the chain was about to open. He sneered at the independent man's store, and boasted loudly that they would have him out of business in two months, and would then have the town to themselves. As a matter of fact, the local merchant had a fine store that had been popular for years. He seized upon the boast of the chain-man and gave it the widest publicity. The public resented the attitude of the newcomers, and to this day they have not made their store in that town a success. The independent man is bigger than ever.

Every time the independent retailer makes a new move he has to experiment until he finds the right method. It is true that books and trade journals can bring him much help, but in most cases he will have to adapt the suggestions received from these sources until they fit his own peculiar conditions. This generally requires experimenting. With the chains all practices have been standardized, and all a manager has to do is to follow the schedule and he is pretty sure to be fairly successful.

By some, standardized practices are claimed to be one of the defects of the chain-store system. It is said that a manager will follow the standard so closely that he will not use his initiative and create new methods. But this theory does not work out in the actual operation of the stores. Most of the managers are ambitious. They are anxious to make a showing, and also to earn more money for themselves. Therefore, they actually do create new selling methods, and are constantly striving to improve the old methods and to increase the efficiency of their merchandising. Furthermore the discoveries that are always being made by the more progressive managers are passed on to all the managers and are eventually adopted as part of the standard practice. Hence the service of the chain is being continually improved. The cumulative experience of the chain stores, gleaned from the methods of hundreds of their managers, is an asset that no independent merchant can have.

HOW THE CHAIN WINS

I know that, on the average, the line-store concerns buy considerably cheaper than their independent competitors. However, the cost of running the system, the superintendence and the overhead burden, a portion of which every local store in the chain must pay, eats up what is saved through the superior buying facilities. But then it is the money that is put into the system and the superintendence that enables the chain to do a much larger volume of business in each of the stores than the independent man can do. In

other words, by investing the money saved in buying in the improvement of the service the chain can whip the independent merchant. If he were to spend so much to improve his service it would have to come out of net profits, as he has no buying savings fund to draw on. I put more money into service than my profits would allow, and still my service wasn't sufficiently attractive to hold the trade.

SKILLED MERCHANDISERS MIGHT HELP

Not being able to find the best methods of merchandising an article is a thing that greatly handicaps the independent merchant. Manufacturers and jobbers will have to instruct the retailer in the best ways of selling their lines. Some of them have already started. Independent five- and ten-cent men, for instance, selling three to five dollars' worth of candy in a day by the use of ordinary hit-or-miss methods, could easily increase those sales to $25 or $30 a day by proper methods. This has been demonstrated innumerable times. The tremendous increase in the sale of popular-priced candies, in other than chain stores, is due to the fact that several live manufacturers are showing the retailer how to sell candy. But who is showing the retailer how to sell lace and embroidery, china and dozens of other things that so very many dealers are finding money-losers?

As far as my observation extends, the chains are anything but a menace to the community in which they enter. The aggressiveness of their methods livens up the retail business of the whole town. They draw more trade and from further distances than the town ever had before. They employ more help, maintain larger daily bank balances, pay larger rents, spend more money for repairs and improvements than their independent competitors do.

It is a mistake to think that the chains want to put the independents out of business. They have no desire to monopolize the retail trade. They want to make each of their local stores pay. If they can do that they don't care how many competitors they have. The chains would be very foolish if they wanted all the retail field to themselves. There is no place better for the line stores than a town where there is a lot of aggressive, hustling, successful merchants, all going out after business. I doubt if the chains would locate in a city where there isn't a lot of prosperous business men. The chains know that it takes many successful stores to pull trade to a town. It is to their interest to have these stores remain successful.

The first year's business of the chain in our town was over four times what mine was my best year. That will give you some idea of the comparative efficiency of our stores. A lot of this business was actually created, some of it was taken from me, but most of it was taken from the candy stores, dry goods stores, hardware men, druggists, etc. They all told me that their sales were less on all items on which they competed with the chain, but they also claimed that the chain helped their general business. Chain methods had stimulated the retail business of the entire community. Chain enterprise had created not only an increased demand for ten-cent goods, but for the better merchandise as well.

INDEPENDENT HAS ADVANTAGE IN ADVERTISING

In my competition with the chain people a few points were in my favor. When it came to advertising I had the advantage. The chains confine their publicity about entirely to window leaders. This method of advertising does not reach out, in an effective way, to the country trade. My newspaper and circular advertising got my message to the country people much better than the chain store was getting its message to them through window displays.

The chains don't allow their local managers much initiative in deciding important matters. This helps the independent merchant in many ways. I am going to men-

H. R. Doughty

now with

Ruthrauff & Ryan

Mr. Doughty's association with this agency brings to our clients the services of a man who for sixteen years has welded the sales activities and advertising of large concerns.

During this time he led for several years a sales organization of 150 men for the largest firm of its kind in the world.

Mr. Doughty came with us at the beginning of the New Year. He will strengthen this organization, making it possible for us to back up better than ever our policy of intensive service.

"First Hand Service" is the title of a little book which will be sent gratis to any advertiser. It contains human interest stories of greater sales per dollar invested.

450 Fourth Avenue, New York

A Wonderful Business Year

First in Advertising—

The Des Moines Capital in 1915 published more advertising than any other Des Moines newspaper. At the same time The Capital published the greatest amount of advertising in any one year in the history of the paper.

The Capital also gained 15,014 inches, or 210,196 agate lines, over the same period of a year ago.

Total advertising published in all Des Moines newspapers during 1915:

	INCHES	
Capital . . .	**380,468**	**(313 issues)**
Nearest Competitor,	**371,446**	**(365 issues)**
Next Competitor .	**312,722**	**(365 issues)**
Next Competitor .	**328,183**	**(313 issues)**

The Des Moines Capital

A CLEAN, CONSTRUCTIVE NEWSPAPER

LAFAYETTE YOUNG
Publisher

Special Representatives
O'MARA & ORMSBEE
New York and Chicago

tion one incident. A scare-headliner accident happened in our town. I immediately had special postal photos made of the scene and of some of the people involved: I sold $450 worth of these before my syndicate competitor had received its supply. Of course when they did get theirs, their retail price was less than my cost, and as a result I sold few cards after that. I was told that the chain eventually sold $1,100 worth of these cards. This shows that the independent man is apparently allowed a few moments of success occasionally, but just as he is beginning to enjoy the advantages of his position the advantage is snatched away from him.

Still, these temporary advantages which the independent merchant enjoys once in a while give him a little profit that enables him to keep up the fight. If these advantages come often enough, and if the local retailer is shrewd enough to seize them instantly, it is possible that they will give him sufficient profit to enable him to succeed, despite his giant competition. The nature of these advantages are so diverse, and many of them are of such trifling importance that I will not attempt to describe all of them here. I'll refer to just two or three. The average chain store is continually running out of fast-selling staples. This is due to the buying limit that holds down the purchase of each local manager. Also the fact that many of their shipments come a long way has something to do with it. Folks who are in a hurry for things can't wait for delayed shipments, and hence are likely to buy their temporary requirements from the independent merchant. The chain store would sell a dozen or two of some big article for ten cents. As the supply was limited, hundreds of people would be disappointed. Many of these would later buy the article in our store at regular prices rather than go home without it. A very large proportion of our business came to our store as a result of the chain being "out" of articles.

Many of the chain managers don't believe in catering to the trade of children. They claim the children pilfer and break more than their patronage is worth. For this reason the chains don't always get the school-supply business, nor the pennies of which the modern child has so many to spend.

While, as I have already claimed, the chains most invariably give superior values, once in a while they try to give quantity at the expense of quality. When they opened in our town the Big People sold about a peck of wood screws for a nickel. My old customers pointed to this as indisputable proof that I was robbing them. However, later on they discovered that the chain-store screws were no good, and as a result I regained a part of my lost business on this item.

Farmers do not like the exact, rule-bound method of the syndicates. They resent the machine-like way that the chain stores are operated. Besides, farmers are slow to switch their patronage from one store to another. In getting the farmers' trade, prices being equal, the independent merchant has the advantage. Of course this is partly due to the fact that the only advertising the chain people do—window displays—does not always reach the dweller in the country. It therefore takes the farmer a long time to become acquainted with the exact character of service the chain people have to offer him. He thinks it is a "toy store," a "second-hand store," a "crockery store," a "notion store," or some other kind of a store except the kind of a store that it actually is. He gets these erroneous ideas from hasty glances at the windows. Of course after the chain people once get the farmer started coming their way the independent man can say "good-bye" to his trade.

The clerks in the chain ten-cent stores are automatons. Few of them ever become salesladies. The chains depend on their displays and signs to do all the selling. This gives the independent man a slight advantage. He can

teach his clerks to sell goods as well as to wrap them up. Enticing displays are valuable, but they can never take the place of salesmanship.

The shrewd observer will discover that there are several minor weaknesses to the chain system of retailing. The wise independent merchant will take advantage of the defects in the methods of his big competitors and will make the most of his opportunities. By doing so perhaps he can survive.

THE FUTURE FOR INDEPENDENTS

Though the five- and ten-cent syndicate store put me out of business, reduced my supply of this world's goods to almost zero and landed me back behind the counter working on a salary, still I am not pessimistic enough to think that the chains will finally monopolize the retail business and that the independent fellow has no chance. Though I believe the chains are destined to grow in numbers, importance and power, still there will always be many independents making a success of their business, despite all that the line stores can do to down them. There will always be thousands of men and women going into the retail business with high hopes and big plans. A percentage of these will succeed. The rest will stay in the game from one to ten years, getting a fair volume of trade and making at least a living. They will finally sell their stores, be succeeded by others, some of whom will get ahead and make money.

Please understand that in this story I am advancing no theories. I am merely relating facts as I myself have faced them and been defeated by them. I am telling why I failed, and in doing so I am telling what will most likely happen to the average ten-cent merchant should he be compelled to face similar circumstances. Better merchants placed in my position might have weathered the storm. I don't know. I tried hard to succeed. Some of the jobbers and two or three manufacturers tried to help me. They lent me their best merchandisers, but it did no good. I failed because I was in competition with better merchants. I am not blaming anybody but myself.

In concluding this article I am going to quote from five letters each of which was received from a man in the ten-cent business, and each of whom is supposed to be successfully competing with a chain store. I have in my possession dozens of letters from merchants on this subject, but I am using these particular five because each of them views the problem discussed in this article from a different angle.

The first letter is from a merchant who has been contending with chain-store competition for years. He says, "When Blanks first came to town they worried me a lot, but I don't pay any attention to them any more. I run my store and let them run theirs. We are both successful. I can't see how they hurt me any." This poor man is working under a delusion. He thinks he is successful, but he isn't. He has been in business for years, and is rated only $1,000 to $2,000, poor credit. He is frequently referred to as an independent who is putting one over on the chain. While it is true that his yearly sales are large, he is not making any profit. He is just making both ends meet, and is getting but a meager living for all his trouble. This man is not successfully fighting the chain. He is a typical example of many in the ten-cent business. They linger on despite the opposition of the syndicate, but they surely cannot be counted as successful merchants.

The next letter is from a real merchant who is actually succeeding, though the chain people have been opposing him for four or five years: "I hate to think of that first year after the Big Folks fired their opening guns in this town. Things went badly with me. But I was fortunate in having enough capital, and therefore stuck it out without any great inconvenience. The second year I regained some of my lost trade and made a little profit. About this time it occurred to me that I

If

—you want to give your copy 2,000,000 chances to make good *every day*—

place it in the N.Y. City

TELEPHONE DIRECTORY

forms for Feb. issue close-Jan 25

NEW YORK TELEPHONE CO.

25 CHURCH ST, N.Y., P.W. ELDRIDGE, SALES M'GR

CHARLES DANIEL

FREY

COMPANY

Advertising Illustrations

MONROE BUILDING

CHICAGO

Records of 1915

Sportsmen's, outing and outdoor magazines

Total Volume

(Printers' Ink Count.)

	Lines
Field and Stream	**135,154**
2nd	132,916
3rd	95,885
4th	81,273
5th	79,558
6th	71,249

Tackle

	Lines
Field and Stream	**17,472**
2nd	13,524
3rd	13,440
4th	7,882
5th	3,878
6th	3,836

Arms and Ammunition

	Lines
Field and Stream	**18,886**
2nd	17,836
3rd	14,896
4th	13,272
5th	13,216
6th	9,044

Boats, Engines and Canoes

	Lines
Field and Stream	**13,021**
2nd	12,570
3rd	11,849
4th	10,607
5th	8,549
6th	5,176

FIELD AND STREAM

Member of A. B. C.

Surely a magazine which continues to make records in its field ought to do well for any advertiser whose message is for the better-than-average man.

would be better off if I got my personality into the background. The people knew me too well. They seem to think that Sam Smith, whom they all knew, couldn't possibly give as good values as the chain-store people gave. I therefore donned a suit of dignity and let the people see I wasn't such a common sort of fellow after all. I soon bought a store in another town and gave all of my time to executive work. I now have several stores and use exactly the same methods that the Big Fellows do. As soon as I bought the second store the trade had more respect for me, and I've had little trouble since."

The following letter comes from a man who has been phenomenally successful in the five- and ten-cent business. His methods seem to be very ordinary, and yet they have made him wealthy. He wrote me a long letter. I am quoting only the most interesting parts: "When I opened up in this town the chain had been established several years and were doing a fine business. I secured a larger room than theirs and only a few doors away. From all appearances mine is a syndicate store. I use chain methods almost to every last detail. I was successful from the start, and the last two or three years my sales have been astounding. I never tell anyone what they are, because no one will believe me. I've stuck to the ten-cent limit, and since I am getting away with it I have no desire to change. Why my store enjoys such exceptional popularity is a mystery to me. The town is only an ordinary one. I am doing nothing to get business but what dozens of other live ten-cent merchants are doing, and yet I seem to be getting better results than any of them. You see I am not starting other stores because I don't think I could duplicate my success in other towns. I always feel that there is some unexplainable fortunate circumstance working in my behalf that I have done nothing to deserve."

The next letter comes from a man who is often referred to as being a merchant who has splen-

didly survived the attack of the many-stored octopi. In view of this his letter is somewhat illuminating. "Before the chain came I was making money in the five- and ten-cent business. But the syndicate people put a stop to my money-making activities. In fact, the first two years after their arrival I lost so heavily that I would have been forced out of business had not one of the jobbers given me unlimited backing. It is true that the tide has turned and the store is paying well now, but I am hardly in the ten-cent business. Mine is really a full-fledged department store. Less than ten per cent of my present sales are of ten-cent goods. I use five- and ten-cent merchandise as leaders and don't expect to make money on them. It is therefore a mistake to say I am competing with the big ten-cent store. I am really in an entirely different business, and the chances are I will eventually throw out the ten-cent department."

The last letter of the five was written by an independent ten-cent retailer who is hanging to his business by the skin of his teeth. He has been fighting the chain people for years. The fact that he is still in the game leads many to believe that the fight has been in his favor. His letter lets out the truth. "In the six years that I have been competing with the chain I've lost money every year except one. My annual loss has never been over $200, but a loss it was. The year that I showed a gain my profit was exactly $41, and perhaps that little profit was due to a mistake in the inventory. All I am getting out of my business is the $100 a month which I allow myself as a salary, but in reality I am not even getting $100 a month because the small yearly loss which I suffer is gradually eating into my capital. I stay at the business because I don't know what I would do if I gave it up, and then, too, I'm always hoping things will improve. But I'm away past middle life and I'll soon have to do something to insure a better future for myself than this business seems to offer."

EIGHT CONSECUTIVE YEARS *of* HANDSOME INCREASES

IN 1914 there were five months of War Conditions here, and advertising was in general most seriously affected—almost to a panic point. Yet for 1914 the advertising revenue of PUNCH showed a handsome increase over 1913.

In 1915 there have been twelve full months of War Conditions. Advertising generally has shown some small improvement over the panic conditions of the first war months, but did not revive to normal so far as the vast majority of publications were concerned.

But the advertising revenue of PUNCH for 1915 not only maintained normal figures, but showed an increase over 1914 running into thousands of pounds. As a matter of fact the advertising revenue of PUNCH has for EIGHT CONSECUTIVE YEARS shown a handsome increase over the previous year.

All this constitutes what I believe is an unbeatable record in PUNCH'S class, and I tell it to you that you may understand how thoroughly trustworthy as business-bringers PUNCH'S advertising pages must be to the better-class advertisers who have used PUNCH so liberally, and who alone are admitted to its pages, to permit of such a record of increase of revenue.

For 1916 you can do no better than to concentrate the greater portion of your British advertising expenditure in PUNCH, avoiding experiment and speculation, and making your advertising expenditure over here a safe and profitable INVESTMENT in a proved and reliable DIVIDEND PAYING medium.

I submit that on the evidence this is good advice.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street, London
E. C.

Of 250,000 Corporations in the U. S. nearly one-half do not pay—Why?

A RECENT report of the Federal Trade Commission shows that of the 250,000 corporations in the United States, 100,000 have no net income whatever. 90,000 make less than $5,000 a year, while the remaining 60,000 make $5,000 a year and over. These striking figures exhibit a condition which has been going on for many years.

Business Education the Remedy

According to Edwin N. Hurley, Vice-Chairman of the Federal Trade Commission, the remedy lies in standardizing business methods and systems and in teaching business men the great fundamental principles of organization and efficiency. *Industrial preparedness must be the watchword of the future.*

It is just these broad business principles, and the application of them to individual cases, that the Alexander Hamilton Institute is teaching to more than 35,000 men in America today.

This Course and Service is Based Upon the Actual Experience of Thousands of Successful Business Men

The Institute collects, classifies and transmits to you, through the Modern Business Course and Service, the best thought and practice in modern business. It will give you a thorough and sound training in the fundamental principles underlying all departments of business—it will give you a knowledge that could be otherwise obtained *only* by years of bitter experience—if at all.

Advisory Council

On the advisory council are Frank A. Vanderlip, President of the National City Bank; Judge E. H. Gary, head of the U. S. Steel Corporation; John Hays Hammond, the famous engineer; Joseph French Johnson, Dean of the New York University School of Commerce, and Jeremiah W. Jenks, the statistician and economist.

"Forging Ahead in Business"

A careful reading of this 128-page book, "Forging Ahead in Business," which we will send you free, will repay you many times over. It will help measure what you know—what you don't know, and what you should know—to make success *sure*. Simply send the coupon below for your copy.

ALEXANDER HAMILTON INSTITUTE, 212 Astor Place, New York City

Send me "Forging Ahead in Business" FREE

Name.....

Business Address.....

Business Position.....

How Advertising Won Another Recruit

An Advertising Agent Through Good Salesmanship Wins Over a Hat Manufacturer Who Had Decided That Advertising Was No Good

By Harold Whitehead

[EDITORIAL NOTE.—While this article is written in story form, and while the name of the concern is necessarily disguised, our readers are assured that the treatment throughout is based on facts. The original documents in the case have been submitted to PRINTERS' INK.]

"MERIT" hats sold in the fall, winter and early spring, for the line did not include straw hats.

Every summer, Marcus Gulden, the head, tail and middle of the Gulden Hat Company, dipped his toes into the sea of publicity. Every fall he inwardly groaned as he wrote out his check to pay the modest advertising bill that never exceeded $500. Every spring he swore he would not do it again.

The inquiries his advertising brought were sent to his local agents, but, so far as Marcus could trace, that was the end of it.

"Is it for a joke I spend $500 a year?" he fumed, as he wrote out his advertising check in the fall of 1913. "I get a lot of bums who ask for our folder and never so much as thanks does anyone of 'em say! They must get 'em for the kids to cut up!"

He paused for breath, and then went on: "Didn't I send every agent we got a letter saying do you get orders from our advertising? Over 400 letters we sent out, and how many sent back and told me?" He waved about half a dozen letters in the air. "This is all! See it for yourself! They all say it done 'em no good!"

Marcus was getting into form, for every year he worked himself into a tearing passion—he seemed to get comfort out of it.

"Them salesmen of mine, too! —don't they all say to me that you advertising people play me for a sucker and they can get the business without I should waste money at advertising? From Chicago I get a letter from Henry Stirling and he says to me, cut out the advertising and give us salesmen a bonus on extra sales, and we'll make that $500 stay in the family and we'll get the business before it's spent, too!"

Once more he paused for breath, and wiped his now steaming brow. "That boy he speaks sense, I tell you, and next year you don't waste time seeing me," and he passed over to Dawson the check he had been waving in the air.

Dawson, from the Universal Advertising Company, took up his hat and literally bolted.

At the office he recounted Gulden's outburst against advertising to the other three men of the concern, adding a few imaginings of his own in which he silenced the irate hat manufacturer.

Felton, the head of the agency, never heard the story; he was "uptown," as usual, with a few congenial friends. And as the agency went the way of all mismanaged, neglected enterprises, within the next three months, its lesson was lost on those who could have profited by it.

Thus was a good man turned from appreciating the benefits of advertising, for thereafter Marcus Gulden "saw red" whenever anyone said "advertise" to him.

Gulden had been in business many years. He was a genius in designing hats, and whatever he sold had quality.

HOW THE BUSINESS HAD GROWN

Starting with the idea of having "an agent in every town," he had in 18 years covered some 400 towns. Slow progress, surely; but Marcus was as poor a business man as he was an excellent

maker of hats. The unquestioned style and merit of his goods, plus the assistance of "Abie," had caused the business to grow slowly in spite of poor merchandising plans.

Abie was Marcus' right-hand man. Marcus had found him ten years before, a shivering, starving waif, crouching in his doorway, and had taken him in and given him a job in the factory. Abie's rough but fairly reliable business instinct had caused him to progress until now Marcus shifted many of the responsibilities of the business onto his eager shoulders.

In the early spring of 1914, Phil Ogilvie called on Marcus. Phil was junior partner in the advertising firm of Bartram & Ogilvie. Full of energy, good nature, and good advertising ideas, he was largely responsible for the success of his firm.

Now Phil planned his work ahead, for he had plenty of gray matter in the right place and knew how to use it. Thus, when he called on Marcus Gulden, he knew the condition he had to meet—he knew of his past misadventures in advertising and of his outspoken opinion of it and all appertaining thereto. Also, he knew about Abie, and of the kindly nature partly hidden under the rough exterior of Marcus.

Thus is the scene set.

After an exchange of greetings, Phil opened fire with: "Mr. Gulden, I've come to ask a favor of you. We contemplate accepting the advertising for a manufacturer of high-grade hats, but before doing so we wanted to get an unbiased opinion as to their advertising possibilities. I believe you do, or have done, a little advertising and I would be glad to get your opinions."

Phew! Marcus gave them—luridly! There was no question as to his views on the subject.

Before he was through, Abie came in with a new fall model, and an introduction followed. Phil said he was glad to meet Abie, for he had heard of him as a coming man, and asked if the new model was one of his design.

Marcus beamed at this recognition of his beloved Abie, and told him the object of the advertising man's visit. Abie's view was expressed thus:

"Advertising such as we did is punk, and I don't see how it can help us; but I wouldn't go so far as to say advertising ain't no good—but I think you got to design it to suit your trade—just like designing a hat."

Marcus gave a gesture of contempt, and said: "You always was sweet on them new-fangled notions, Abie, but the regular way of getting business is best, believe me."

RUNNING DOWN THE REASONS FOR NON-SUCCESS

After some more talk on advertising, which Phil carefully steered into a discussion of advertising in general, he said, casually:

"Mr. Gulden, I wonder if you'd mind telling me what advertising you did last year. You've given me a whole lot of valuable information, and if I could be of any service to you in return by seeing if I could find the cause of its failure, I'd be glad to do it."

More talk. Marcus said he'd had enough of advertising, wanted to forget it; but Abie was anxious to get Phil's ideas, and finally he prevailed. The upshot was that Phil took the plans and copy, and promised to return in a few days.

Phil personally returned the borrowed copy and left a typewritten report, extracts from which follow:

"You stated that all you invested in advertising was about $500, but this is incorrect—you invested nearer $2,000. The following figures show how this is arrived at:

Actual space paid for.....	$420.00
Booklets to send in response to inquiries and to distribute free to your trade.....	800.00
Form letters and postage.....	150.00
Window signs, etc.....	400.00
Special clerk hire for two months	130.00
	$1,900.00

"These are estimated figures, of course, for I had only the first item from you which you called *all* your advertising; but the other items, of course, come under this head.

(*Continued on page 133*)

Anticipating Telephone Needs

When a new subscriber is handed his telephone, there is given over to his use a share in the pole lines, underground conduits and cables, switchboards, exchange buildings, and in every other part of the complex mechanism of the telephone plant.

It is obvious that this equipment could not be installed for each new connection. It would mean constantly rebuilding the plant, with enormous expense and delay. Therefore, practically everything but the telephone instrument must be in place at the time service is demanded.

Consider what this involves. The telephone company must forecast the needs of the public. It must calculate increases in population in city and country. It must figure the growth of business districts. It must estimate the number of possible telephone users and their approximate location everywhere.

The plant must be so designed that it may be added to in order to meet the estimated requirements of five, ten and even twenty years. And these additions must be ready in advance of the demand for them—as far in advance as it is economical to make them.

Thus, by constantly planning for the future and making expenditures for far-ahead requirements when they can be most advantageously made, the Bell System conserves the economic interest of the whole country while furnishing a telephone service which in its perfection is the model for all the world.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy *One System* *Universal Service*

Is Your Business Peculiar, Too?

"MY business is peculiar," says the manufacturer. He is right. So is every other man's business.

"Things that might work in another business would be impossible in mine."

Perhaps.

A very estimable lady who conducts a boarding school for young women recently said she wouldn't dare advertise in large space, even in the most exclusive magazines, because in school advertising the rule was: The smaller the advertisement, the better the school.

Who knows that—the other schools? Do schools advertise for the children of other schools' principals or for our children? And if this rule is really a rule why, in Heaven's name, should a school risk advertising at all?

A few years ago every bank in the country thought that advertising for depositors would cause a run. Today there are banks which for sheer ingenuity in the technique of advertising are conspicuous among the country's leading advertisers.

The bank has taken a leaf from the scrap book of the national advertiser. Perhaps some day the school will follow the lead of the specialty shop which knows how to attract young women—and their mothers.

All businesses are peculiar—none is unique. A single family wears shoes and hats, eats soup and nuts, buys floorings and roofings, goes to church and the movies, rides in perambulators and hearses.

A score of manufacturers are planning today to get their products into the same private dwellings. Is it any wonder that they can cut down the distance from factory to home by asking the way of each other? A cycle car and a ten-ton truck have this in common: They want to keep on the crown of the road and avoid the ditches.

Is it any wonder that PRINTERS' INK with its road maps and surveys, its directions for finding the macadam and avoiding the mudholes, should have come to be regarded as a most trustworthy pathfinder on the road to success?

PRINTERS' INK

An Idea That Is Making Good

THE KNICKERBOCKER PRESS

COVERS

Albany, Troy, Schenectady and The Capitol District

FOR YOU

RATE, SIX CENTS FLAT

Advertisers, Sales Managers and Space Buyers are requested to write

THE KNICKERBOCKER PRESS

FOR FACTS

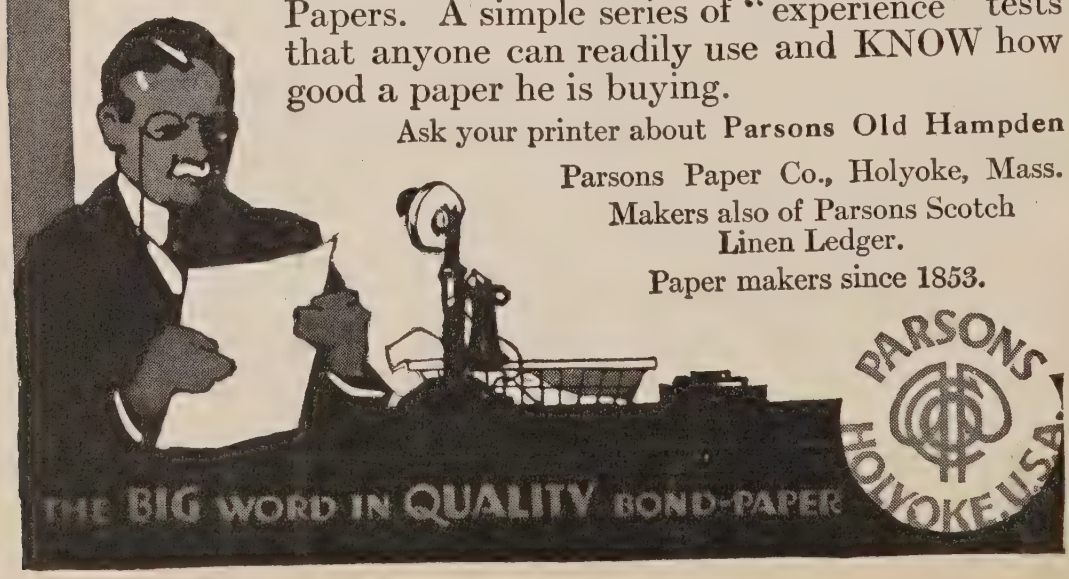
Member of A. B. C.

PARSONS OLD HAMPDEN BOND

Write for "How to Test Bond Paper"—a handy little book, well illustrated, that tells how expert papermen judge quality in Bond Papers. A simple series of "experience" tests that anyone can readily use and KNOW how good a paper he is buying.

Ask your printer about Parsons Old Hampden

Parsons Paper Co., Holyoke, Mass.
Makers also of Parsons Scotch Linen Ledger.
Paper makers since 1853.



"The copy used is good, and as it brought you over 1000 inquiries, they cost you roughly 40 cents each.

"Thus far the advertising was effective, but from that stage on it was almost useless.

"Your booklets do not *advertise;* they merely show designs and price—they lack appeal. When the inquirer gets it, he may or may not buy, but there is no other inducement to him, for your agents do not co-operate with you.

"This is the fault of the advertising plan, for while you get inquiries, you have not 'sold' the advertising plan either to your salesmen or to your agents.

"Had you prepared a campaign to your salesmen and to your agents that would have won their co-operation, a goodly proportion of these 1000 prospects would now have been wearing 'Merit' hats.

"I know you have lost interest in advertising, so only point this out to you in justification of advertising generally."

Marcus and Abie read the report together, at the end of which Marcus grunted, and said:

"Well, the feller means it, for he don't ask me to advertise. I'm glad he has horse sense enough to know I'm through and not try to get me to advertise again."

'Yep," said Abie. "But I wish he'd said *how* you get the agents to work with you."

And Abie thought of it so much that a week later he called on Phil Ogilvie and said:

"Now, Mr. Gulden don't know I'm here, but I'd like to know something of getting the agents' co-operation. Work out a plan and I'll foot the bill if it ain't too much—and if it's good I'll show it to Mr. Gulden."

All of which was what Phil wanted. He got busy, and later on Abie received a report which he read in the secrecy of his little bed-room. Enough of it is here quoted to explain its purpose.

A NEW PLAN IS PREPARED

"Advertising, to be successful, must have the co-operation of all concerned in the sale of the goods advertised. In your case, it requires the help of your salesmen, the dealers in each town who are your agents, and their clerks. This may be secured by working along the following lines:

"Instead of giving each dealer 200 of those somewhat poorly prepared booklets, which cost you about one cent each, I would urge you to have a booklet carefully prepared, showing hats in colors, and a brief selling talk of each hat. In addition to this, a general selling talk on the whole line should be included.

"*Sell* these to your agents at, say, half their cost. A good booklet such as I have in mind would cost about 2½ cents each. Let your agent buy them—with his name and address printed in—at two cents each. Orders must be placed in advance of the season, for agents' names must be printed at the same time as the booklets are printed. You must avoid any 'filled-in' appearance.

"Then prepare newspaper cuts on the following lines: [Here follow suggestions for humorous cuts, hat and cap cuts, street-scene cuts, etc.] These, again, *sell* to your agents by the set, at a fraction of their cost.

"Next, prepare a booklet of advertisements suggested for agents' local newspaper publicity, which will call for the use of the cuts. This booklet you will, of course, give each agent.

"Show-cards, 'talking signs,' and price tickets will complete the printed matter for the benefit of your agents. These, again, you will give. Free matter, however, must be given only *on request.*

"So much for the data for your agents' helps.

"Should you adopt this plan, do not mention it to any of your six salesmen until it is all printed and ready for use. Then have them come in to see you one at a time. Explain the dealer helps and the method of using them to each one as he arrives. Point out that the more the agents sell, the more commission the salesman gets. Emphasize that it is better to sell each agent more hats than to secure new agents, for large orders cost him no more to get than

small ones, and the less percentage of expense he has, the more money he makes.

SEEKING SALESMAN HELP

"'Sell' this advertising to each man singly—do not give them an opportunity of discussing it among themselves until they appreciate the help it means *to them* as well as to you and the agents.

"Then have a salesmen's meeting and tell them how they must sell the booklets to their customers and take their orders for the free matter, and instruct them in the use of the booklets.

"Agents should use booklets in the following ways:

"First—Send some to all clubs in their town.

"Second—Arrange to have some in hotels, etc.

"Third—Advertise them in their local papers in conjunction with their advertisements of 'Merit' hats.

"Fourth—Mail them to their lists of customers and prospects.

"Tell all your men together what each man *individually* thinks of the plan. This will commit them publicly to a co-operation in the whole campaign.

"Add that general publicity will also be used, but tell them to point out to agents that it will only help the agents' own efforts, and will not actually close much immediate business. They must not expect too much from this or they may be disappointed."

[This plan of general publicity called for an expenditure of $1400, in mediums that more directly reached their agents' towns. It is omitted here because we are now interested only in the question of dealer co-operation.]

"We may anticipate an average order of 500 booklets from each agent. This means 200,000 booklets at a cost of $5,000, half of which you pay and half of which the agents pay. You may be sure that, whatever the amount should be, it would be well spent—for the agents will surely use what they pay for."

[Sample letters to send to agents asking them to advertise in local papers and give prominent window displays at the same time the firm's advertising appears then follow, with sample letters to be sent to salesmen at various times to keep them enthused and working at "selling" *advertising co-operation* to their customers as well as "Merit" hats.]

"This covers all except getting your agents' clerks to sell. The suggested plan for doing that follows:

"First send a letter to every agent, saying that you want to get their clerks' opinion of 'Merit' hats, and that next week you are sending a special offer to them if they (the agents) have no objection.

"A week later send a printed announcement as follows:

FROM THE GULDEN HAT COMPANY

To the workers of (here type the name of agent).

We are looking for ideas!

You know how steadily the sale increases for Merit Hats. Their quality alone insures this. *But,* are we doing all we can?

You may know how we can help you to sell more Merit Hats in your town—will you tell us by answering the following questions?

1. What sales argument do you find most effective in selling Merit Hats?
2. What method would *you* use to get customers into your store for them?
3. If you had to design a fall hat, what would you suggest as a style that you think you could sell. (Describe your idea fully and also state the size you wear—we will make a hat exactly as you describe and send it to you with our compliments.)

Send your answers to these questions direct to us. See that your name and the address of your store is written on every sheet of paper you use.

Send us your answers at once—we want to make that hat for you in time for early fall wear.

In addition to that, we want to give to every salesman sending us answers to questions 1 and 2 that we believe will prove helpful to all our agents a fountain pen as an expression of our thanks for the help.

Tell us what kind of pen point you prefer.

Sent in the spirit of co-operation by
THE GULDEN HAT COMPANY.

"Of course, everyone sending in an answer will get a fountain pen with 'Merit Hats' printed on it. As there is an average of three salesmen to a store, you may have to supply as many as 1200 pens, at a cost of 60c. each—or, say, $700. Probably one-third of this amount will be sufficient.

Can You Answer These Questions?*

What publication has established the strongest, most intimate and helpful relations with merchants, buyers and executives in dry goods and department stores?

What publication has most thoroughly embraced its opportunities for rendering SERVICE to its subscribers and advertisers?

What publication has created and successfully executed hundreds of merchandising campaigns for the mutual benefit of merchants and manufacturers?

What Is the Leading Dry Goods Paper in the World?

**If not, ask any important dry goods merchant, department store executive or buyer.*

Exclusive Advantages of

New York City
Surface Car Advertising

Not obtainable from Any Other Medium Whatsoever

No. 1

Immediate Connection with Distribution

THE surface cars of New York stop at or near the door of practically every retail shop in the city.

This is about the closest possible connection between advertising and sales that can be secured.

Daily Circulation 2,000,000

"Car-line entrances" are extremely important. Hundreds of thousands of dollars have been spent for their construction and for show-windows below ground and in the air.

However, opportunities for subterranean and aerial entrances are rare. Whereas thousands upon thousands of store-doors are within a few steps of surface-car stops.

Tell us where to address information about the many other exclusive advantages.

New York City Car
Advertising Company
JESSE WINEBURGH, President
225 Fifth Avenue New York, N Y
Telephone Madison Sq. 4680

"The special hats will cost, let us say, $1.00 each to produce—or an expense of $1000 in round figures."

["Merit" hats wholesale at $24, $30 and $36 a dozen, and retail at $3.00, $4.00 and $5.00 each.]

CONSUMER FOLLOW-UP

"The following letters explain how inquiries secured by firm's advertising should be handled.

"On receipt of an inquiry from a town where there is a 'Merit' hat agency, send the following letter:

Dear Mr. ——,

It is with pleasure that we comply with your request, received to-day. A copy of our booklet "Hat Hints" is sent you under separate cover.

While the colored, illustrated booklet gives a splendid idea of the newest shapes and colors of "Merit" Hats, nothing can so adequately convince you of their style and finish as "Merit" Hats themselves.

Our agents, Messrs. ———* have a splendid variety of "Merit" Hats. Call on them with the enclosed card of introduction. They will be delighted to show you the very newest styles.

"Merit" Hats are made for the man who wants a reliable, well-made hat, smart in design, and reasonable in price. We guarantee the workmanship of every "Merit" Hat that leaves our factory to be as nearly perfect as it is possible to produce. We guarantee to please *you* —or return your money.

Call on our agents to-day, and you will know why we make such strong statements.

Yours very truly,

"The card that goes with the letter is as follows:

To Messrs. .....
This will introduce Mr. .....
.....
Your courtesies in showing him some of the splendid new styles in "Merit" Hats will be much appreciated.
THE GULDEN HAT CO.

"To the agent is sent this letter:

Dear Sir:

Mr. ....., of ....., has asked for booklet "Hat Hints" which we sent him to-day. We also sent him a letter about them and urged him to call on you, as you had such a splendid line of them.

We also gave him a card of introduction to you. After he calls will you please forward it to us in the enclosed stamped addressed envelope, and mark on it what he buys, or, failing to buy, what he says?

If he buys, we will write him later thanking him for his patronage and do all we can to tie him and his friends to you as regular customers. If he fails to buy, we will still write him and use our best endeavors on your behalf.

Co-operation is the life of business!

Yours very truly,

Other follow-up letters followed, as well as a plan for selling "Merit" hats in towns where there were no agents. Enough has here been said, however, to give the reader an adequate idea of the general method employed.

After Abie read the report, he made the following notations:

Cost of advertising space....	$1,400.00
One-half cost of 200,000 booklets	2,500.00
Part cost of 400 sets of cuts.	200.00
Cost of hats for agents' clerks	1,000.00
Cost of fountain pens for agents' clerks.....	500.00
Cost of window signs, etc....	400.00
Postage and incidentals.....	200.00
	$6,200.00

"Gee!" muttered Abie to himself, "that means that for every dollar for space we put up about four for follow-up!"

He waited two weeks before he found Marcus Gulden in a right jovial mood. Then he showed him the report—no, he read it to him.

Never mind relating the argument they had over it. Abie showed that every dollar appropriated, with the exception of the $1,400 for advertising space, was for co-operation with their agents.

Said Abie, near the end of their heated discussion: "You can afford to spend $20 on each agent, for we average over $2,200 a year from each one. Why, if we only increase the average business $100 a year per agent, it would pay us. See here, Mr. Gulden, I've saved a little money. Try this plan out and I'll give you $1000 toward the expense if we don't increase our business $30,000 in a year with our present customers!"

Finally the plan was adopted with the exception of the offer to make a hat for every salesman sending in an idea for a design.

The result was interesting, as

*[This is so arranged that the name can be filled in without leaving a telltale space in the body of the letter.]

the following results will show:

Instead of 200,000 booklets being bought by agents, the number was over 250,000. In many cases, the agents sent lists of customers and arranged with the Gulden Hat Company to address the booklets for them—of course paying for the service.

Only 240 salesmen (representing 210 stores) responded to the request for ideas and secured the fountain pen, although the company's salesmen reported an increased interest in "Merit" hats among the agents' clerks.

The general advertising brought 1600 prospects in towns where they had agents. Of these 1600 names, only 225 could be traced as buyers, the agents neglecting to report on this matter.

The salesmen of the Gulden Hat Company are enthusiastic believers in co-operative advertising, for the business increased over $200 per agent! In a few cases, agents who ran competitive lines dropped them or reduced their stock of them and concentrated their efforts on the "Merit" line.

One salesman made the suggestion that next year they spend less on general publicity and offer to pay half any local newspaper advertising an agent cares to invest in. This plan is being seriously considered.

The increase in business must not all be attributed to the advertising, for much of it was created by the salesmen, who were more enthusiastic about their proposition and the benefit of advertising to help it.

The advertising all tended indirectly to show the agents how to sell more "Merit" hats, and the results showed the effectiveness of the plan.

And Ogilvie secured another growing account.

Estate of Chicago Mail-order Man

Four heirs of the late John M. Smyth, of Chicago, have purchased from three other heirs the latter's entire interest in the real estate, furniture and mail-order business left by Mr. Smyth, paying $350,000 for each share, or $1,050,000 for the interests of the three. On this basis the entire estate reaches a value of $2,450,000.

To Improve Piano Dealers' Advertising

The *Music Trade Indicator,* of Chicago, is attempting to raise the standard of advertising among piano retailers and to this end has offered a trophy to be contended for by these dealers. The trophy stands over two feet high and is made of sterling silver. It was designed and manufactured by the International Silver Company.

Each year the trophy will be awarded the retailer "who has the best represented the musical industry to the public in his newspaper advertising." The *Indicator* states that judgment of these advertisements will be based on the following requirements:

1. Truthfulness.
2. General helpfulness to the buying public.
3. Helpful influence on the entire music trade.
4. Freedom from exaggerated price quotations.
5. High character of typographical and illustrative effects.
6. Evidence of originality, care and thought.

"No dealer is too large nor too small to become a contestant," the donor states; "the quality rather than the quantity will have preference in all. As evidence of this we can state that were we obliged to award this trophy now it would go to a small dealer in a little town in Michigan whose advertising we have commented on several times in our columns as being about as ideal in character as we could ask."

Hendee to Make Bicycles

The Hendee Manufacturing Company has decided to supplement its Indian motorcycles with a line of bicycles for 1916.

The company now has on its books orders for the largest number of motorcycles for immediate delivery in the history of the company. Of the 1916 product the company has already delivered more than two and one-half times the number of machines delivered on the 1915 production in a similar period. While output for this year may not reach the 1913 total, it will come within striking distance of that high-water mark.

Accessions to "Harper's Weekly"

John Chapman Hilder and Russell Gomez, formerly with *Vanity Fair,* have joined *Harper's Weekly,* the former as circulation manager and the latter as an advertising representative.

T. R. Smith Goes with "Good Housekeeping"

T. R. Smith, formerly with the advertising department of the Crowell Publishing Company, joined the staff of *Good Housekeeping* on January 6.

The Local Merchant Knows Local Newspaper Values

THE BOSTON HERALD and TRAVELER in the year 1915 made three notable records:

First, in printing more local display advertising than ever before.

Second, in being the *only* Boston newspaper to gain in local display over 1914.

Third, in printing more total display advertising than ever before.

The significant feature of Herald-Traveler growth is this *extraordinary increase in local advertising.*

¶ Herald-Traveler local rates are higher per line per thousand circulation than those of any other Boston paper of large circulation.

¶ Deposits in the Savings Banks of Boston at the close of 1915 were $297,332,000, an increase during the year of $12,320,000. This is the largest total increase ever made in any one year by Boston Savings Banks. Every one of the 23 banks made a gain.

¶ It is into this community that The Boston Herald and Traveler invites the general advertiser. Times were never better; possibilities for the sale of nationally advertised merchandise were never so good.

EASTERN REPRESENTATIVES:

The S. C. Beckwith Special Agency

Auto Man's Plea for Free Publicity

What constitutes legitimate free publicity, as against the general abuse of that commodity, was the subject of a talk by Lee Anderson, advertising manager of the Hupp Motor Car Company, before the Six Point League at its luncheon in New York last week.

"Being an automobile man," he said, "I must naturally speak about publicity, or gratis advertising, as we may call it. I think that simply because advertising is the biggest news in the world newspapers should give publicity to advertisers and advertised goods, as being legitimate business news. By that I don't mean that you should print lies or 'bunk.'

"And yet there is real automobile news in which the papers' readers are really interested, and I'd like to see automobile publicity sorted and judged under three classifications, the first of which we'll call business intelligence. It has real business news value. You print quotations from the stock market, and you print railroad news. That is as much free publicity as the worst piece of 'bull' you ever printed about automobiles. If the Hupp Motor Car Company failed to-night for $5,000,000, you'd print that on the first page of your papers. Yet if we increased our payroll by 5,000 men, why wouldn't you print that? That's good constructive news. Isn't it better for the public peace of mind; isn't it more vital to tell good business news than bad business news? Tell the public when the Packard company buys a million dollars worth of machinery, when Pierce-Arrow cuts its price in two, when the Hudson company spends $250,000 in buildings, when the Chalmers company puts on 2,000 more men.

"Then there's sporting information: that's legitimate news. If Mahan kicks a goal from the 35-yard line, you don't say 'a certain young undergraduate from a well-known Eastern college' did it. Now, do you? Our greatest colleges utilize their athletic teams to get them widespread publicity, and it is under this system that the custom of proselyting athletes has been so much abused. Yet when an automobile company spends $150,000 in developing a team which wins a race at which there is an attendance of 200,000 or more, you give the name of the driver who won the race, but not the car. I maintain that the people are just as much interested in the name of the car that won. The sporting news of the motor world is good news. Tell about the hill climbs and the endurance contests. Raise them to a true sporting level by giving both men and cars the prominence they deserve.

"And, finally, there's the interest of your readers to be considered. Your papers maintain a theatrical department in which they give thousands of dollars worth of free publicity in the shape of news. You have women's pages, book reviews, children's departments, sport pages, financial news, etc. Your readers demand these features and this news.

"There are about two and a half million automobiles in the United States, with an average of five persons interested in each car. Why not give them news of things they are interested in? Tell them about new devices, maintenance practice, touring information, new models, new prices, tire mileage, etc. That's legitimate news and information. It's just as logical to give that kind of publicity as to publish financial and railroad reports. And we'll all be willing to abide by such classifications."

Coupons Come Home—Almost Old Enough to Vote

B. T. Babbitt
Manufacturers of Soaps, Soap Powders, Lye, Cleanser and Glycerine
New York, Jan. 4, 1916.

Editor of Printers' Ink:

Some time ago a new salesman asked us whether we ever employed couponing, which he said one of our competitors was using to good advantage in his territory.

By to-day's mail we received a letter from the Union Store Company, of Fern Creek, Ky., enclosing 25 postal cards which were put out by us 19 years ago and were redeemable for a cake of our soap at the store. In turn we were to take them up within 60 days and pay five cents cash to the grocer.

Such instances as these happen every once in a while with the coupons a few years old, but the writer does not remember one having come in quite so old as these in recent times. The grocer evidently had some confidence in the old name of B. T. Babbitt and it is not misplaced because they always get their check by return mail when they send them in.

Thought you might be interested in this relic of times gone by and are enclosing one of the coupons which the grocer sent in.

S. W. Eckman,
Sales Manager.

We Try to Make It So

The Countryside Magazine
Suburban Life
New York, Dec. 28, 1915.

Editor of Printers' Ink:

To me, personally, Printers' Ink is the most helpful and informative trade periodical that comes to my desk, while from the advertising standpoint I consider it indispensable to publishers who have some definite announcement which they wish to bring quickly to the attention of your people.

The Suburban Press.
F. A. Arnold,
President and General Manager.

Jas. T. Elliott Has His Own Office

Capt. James T. Elliott, former Denver newspaper man, later news editor for the Western Newspaper Union at Chicago, and associate editor of the *Inland Printer*, has opened an office in New York City under the name of the Elliott Publishing Company.

Service | Reliability | Quality

THAT IS THE RECORD FOR
TWENTY-ONE YEARS OF THE

Charles Francis Press

30-32 West 13th Street, New York

TELEPHONE 4090 CHELSEA

Service In the matter of service, ask our customers. We will furnish the names on request. We take your copy and mail your magazine or catalogue from our own establishment.

Reliability Ask the Reporting Agencies, Franklin Trust Co., Chatham & Phoenix National Bank, New Netherland Bank, or any one from whom we make purchases.

Quality Again we refer to our customers, many of whom have been with us a number of years, and in one or two instances for our whole term of existence or from their entering business.

Facilities as large printers in the line of CATALOGUES, BOOKLETS, HOUSE ORGANS and MAGAZINES (we turn out a publication every working day in the year).

Co-operation between our customers and our workmen make an assured success of our efforts. Every workman co-operates with the office and

Courtesy to customers is our keynote.

We solicit your business on the above basis. Telephone or write and we will call upon you.

Facilities | Co-operation | Courtesy

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

READ PRINTING COMPANY
HIRAM SHERWOOD, President

Your printing may be good—but it is not yet good enough

106 SEVENTH AVE., N. Y.
Telephone 6396 and 6397 Chelsea

TRIFLES MAKE PERFECTION

but perfection is no trifle :: Attention to every little detail enables us to produce Printing That Pulls.

WALTERS & MAHON
Incorporated
64 Church Street :: New York
PHONE CORTLANDT 1087-1088

"CROWELL QUALITY"

Let us show you what this means when you have a job of **binding.** We do every kind of cloth, leather and paper work in quantities. Established 1834

THOMAS Y. CROWELL CO.
426-428 West Broadway, New York

WE like to show not only what we do but how we do it. Readers of PRINTERS' INK are cordially welcome at our plant.

THE KALKHOFF CO.
216 West 18th Street, New York

WE'LL "work thru" to oblige clients. Our idea of service is willingness and co-operation.

Day and Night Service

C. E. RUCKSTUHL, INC.
"Typographic Service"
27 EAST 31ST STREET, NEW YORK

MANY of America's prominent advertisers and advertising agencies like the George Batten Co., J. Walter Thompson Co., Frank Seaman, Inc., Federal

Booklets AND Catalogs

Agency and others, requiring High Class Booklet and Catalog Work use the

CHARLES FRANCIS PRESS
Printers of PRINTERS' INK
30 W. 13th St., N. Y.

Illustrated Catalog AND Magazine Printing

If your next work is planned so as to gain all the benefit of our equipment, we believe a substantial saving can be made. May we talk the matter over with you?

THE PERIODICAL PRESS
76-88 Lafayette St. - - New York

Leaders in The West

Over a hundred publications are entrusted to us because our special equipment combines the best service at a moderate cost.

Let us figure on your *house organ, catalogue* or *booklets.*

KENFIELD-LEACH COMPANY
445 Plymouth Ct. Chicago, Ill.
Large runs a specialty

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers, Advertising Agents and Publishers

THE
GILL ENGRAVING
COMPANY

Our reproductions for printing in colors are of the same excellent quality as our "black and white" engravings. These have been the standard of quality for 27 years.

SERVICE EQUAL TO QUALITY

140 Fifth Avenue, at 19th St.
Phone 4440 Chelsea

The
Colorplate Engraving Co.
J. E. Rhodes, Pres. 311 West 43rd St. N.Y.

Quality Color Plates

SCIENTIFIC
ENGRAVING CO.
406-426 W. 31st St., New York
Telephones Chelsea 2117-2118-2229
Best Equipped Plant in New York
Guarantees you finest plates at reasonable rates
FINE PLATES

ADVERTISING
IN CANADA?

Save duty, trouble and lost time by having your plates and mats made in the best equipped plant in the Dominion.

RAPID
ELECTRO-
TYPING CO.
OF CANADA

"Our service justifies our name."

345-347 Craig W., Montreal, P. Q.

"BY what process do you make your half-tones?" writes one of the largest advertising agencies in Chicago. "We have been trying to get the same results, and sometimes we do get them and sometimes we do not."

You can eliminate uncertainty and risk and insure uniform good results by buying the best printing plates made.

Metropolitan Art Craft Co.
Photo-Engravers
2 Duane St. New York
Telephones Beekman 2980-1-2
DAY AND NIGHT SERVICE

THE STERLING
ENGRAVING CO.

Designing Retouching
Halftones Ben Day
Color Process Wax

New York City, N. Y.

200 William St. Tenth Av. cor 36th St.
Tel. 2900 Beekman Tel. 3900 Greeley

ONE of the interesting facts about this concern is that its national reputation as a maker of beautiful color plates has increased its output of half-tones and line cuts for every medium.

THE BECK ENGRAVING CO.
PHILADELPHIA NEW YORK

The Chromatic Process
Engraving Company

DESIGNERS
PHOTO ENGRAVERS
COLOR PLATE MAKERS

129-135 Lafayette St., New York City

TELEPHONE 2394 FRANKLIN

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $75; half page, $37.50; quarter page, $18.75; one inch, $5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, JANUARY 13, 1916

When Bargain Driving Doesn't Pay

A few weeks ago a Central American government placed an order with a Chicago jobber for several carloads of school paper. The jobber asked one of the mills for a price. Anxious to get the business the paper manufacturer quoted low. "No need of figuring so close," replied the jobber, "we can allow you another quarter cent and still leave a good profit."

As it stands there is nothing so very unusual about this incident. It is being done in hundreds of big offices every day. But we are told by the manufacturer who got the order, that five years ago this jobber was one of the worst "shoppers" in the West. It was quite the ordinary thing for him to take an order at a ridiculously low figure, and then play the mills against each other to squeeze out his profit. To-day this house frequently turns down business because it cannot make a fair profit without robbing the mill, and seems firmly convinced that its future success requires financially sound mill connections. Possibly it has had a taste of what happens when a mill begins to lose money, and what it means when it can no longer depend on the quality and service of a mill. At any rate it has stopped bargaining and started building.

There are manufacturers who could profitably take a page out of this paper-jobber's notebook —we have in mind particularly bargain driving with dealers and jobbers. Does it pay in the long run to expect a dealer to handle a line on a margin of profit that barely pays selling costs? Is it anything to brag about that you can get salesmen to carry your line for less commission than any competitor? It pays just about as well as it pays an employer to hold his office employee's salary down to the very lowest dollar. A few dollars are saved, perhaps, but loyalty, sympathy and initiative are lost, and too often the employee as well, who, if encouraged, might become a factor in the business.

Of course it is not always possible to allow distributors as large a margin of profit as we realize they are entitled to. Competition, trade conditions and many other things enter in. But something can be done to increase consumption of the product, and thus increase the dealers' turnover, which is the same thing. How many products are there, for instance, sold over the grocer's counter where an adequate educational campaign would just about double the grocer's turnover?

The manufacturer who shuts his eyes to the welfare of his distributors, be they salesmen, dealers, agents or jobbers, and persists in hogging the profit, is driving a bargain in which he is sure to be the ultimate loser. It is not practical to reason that if your present distributors go broke, you can get others. A business that travels in circles never gets anywhere. Permanent business success is largely a matter of holding what you have and adding more. Manufacturers who are not allowing distributors a fair living profit,

would do well to insure the permanency and good will of the source of distribution as well as the sources of supply.

Jobbers Turning to Consumer Advertising

"I have often wished we could have the opportunity to see what our brands would do under the pressure of some sort of judicious advertising," writes a member of the executive staff of a leading jobbing house to PRINTERS' INK, "but it is difficult to talk to people in our position about advertising, because our experience, unfortunately, has not been of a kind to create confidence in advertising as applied to this business. Too many professional advertising men, at least of those we have seen, are apt to be 99 per cent enthusiasm and one per cent performance. Personally, I think that there is a good living waiting for the man with the ability to talk advertising sanely to the average jobber, with a thoroughly practical, matter-of-fact, common-sense understanding of the peculiar limitations of the jobbing business."

In other words, here is a man who says plainly that he would like to advertise, but that he has never found an advertising man who had the necessary knowledge of the jobbing business. Most of the advertising men he meets are long on enthusiasm, but short on the facts which have a bearing on his specific problem. His house serves an exceptionally rich territory of nearly 2,000 miles in extent, has upwards of 7,500 gilt-edged dealer-accounts and a number of proprietary brands which have gained a reputation for quality without the help of consumer advertising. An opportunity, we should think, for some good agency man to do a little real digging and unearth the facts which will convince the company that advertising *can* be applied to its business.

Indeed, this is not by any means the only instance which has come to our notice of an interest in consumer advertising on the part of jobbing houses. For example, quite recently we received a voluntary inquiry from a jobber in an entirely different line as to the advisability of adopting a general trade-mark which he might advertise to the consumer. Like the writer above quoted, he wanted to do it, but nobody had been able to show him exactly how it could be accomplished in his particular case. It was quite useless to point out to him such wholesalers as Lord & Taylor and the Simmons Hardware Company, who had successfully advertised to the consumer on a national scale. What he wanted was to be told how *he* could advertise, from the standpoint of his particular limitations.

That the jobber has had his troubles these past years goes without saying, and the signs that he is turning to consumer advertising show that he is inclined to fight for his standing in the trade. The widespread adoption of the policy may put a new aspect upon private-brand competition, but it will at least be competition in the open, and more emphasis will have to be placed upon uniform quality in the goods.

Street Railways Investigating Advertising

To speak of merchandising in connection with street-car rides at a nickel per man seems a trifle odd, yet the problem of the street railway traffic manager is beginning to be recognized as a problem in merchandising. The Central Electric Railway Association, at its recent meeting at Indianapolis, began an investigation of advertising as a means of increasing passenger traffic. Even in those localities which have not been invaded by the jitney it is recognized that the right sort of an advertising campaign will bring many a nickel to the street railway company which it would not get otherwise.

Fortunately the association can secure some definite data on which to base its conclusions. The railway companies which operate in Detroit and Chicago, for example, have actually used advertising as a means of stimulating passenger

traffic outside of the "rush hours" —a process which corresponds somewhat to the stimulation of demand for a product in the dull season. Both the Detroit United Railways and the Chicago Surface Lines have advertised events, such as attractions at theatres, concerts, entertainments, etc., as well as the points of interest on their lines, and have featured the most convenient routes. The Detroit company has even been able to arrive at some approximation of the results of its campaign by calling attention to the existence and location of an art museum at which the attendance had dwindled to almost nothing. The resulting increase in the number of visitors to the museum was sufficient to convince the company that its whole advertising campaign was paying a handsome profit, though it was seldom possible to credit any particular nickel to the advertising.

We are quite convinced that if the Central Electric Railway Association begins to look seriously into the subject of advertising it will find a valuable aid, not alone for the stimulation of passenger traffic, but for the cultivation of public good will.

An Industry "Almost Ready" to Advertise

Apparently matters have come to such a pass in the canning industry that no group of canners can get together, in convention or annual meeting, without hearing somebody recommend advertising to educate the public out of its prejudice against canned goods, and as a means for raising the standards of the goods themselves. We have read with great interest reports of such gatherings in Ohio, Wisconsin, and other States more widely separated, and it is hard to escape the general impression that the time is just about ripe for a real co-operative campaign of education on the part of the industry.

The speaker may be a State Food Commissioner or a broker in canned goods; he may start out to talk about the need for more intelligent labels or greater care in grading farm produce; but he is pretty certain to come back to the subject of effectively reaching the ultimate consumer. For example, the Wisconsin Pea Canners heard this at the end of an address by William H. Fromm:

"Our Wisconsin association has done some pioneer work along certain lines, but it has not as yet undertaken to popularize and advertise Wisconsin peas among consumers. Let the association depart from the beaten path and seek treasures where it has not sought them before. Let it advertise Wisconsin's peas. Other associations of a similar nature have found it profitable to advertise. Why should not this association do so? Let it start a campaign of education and advertising and let it be cheerfully supported by every one of its members as one of the best investments ever made by them. The consuming public must be educated. They want to be educated."

Good doctrine, every word of it, and it is only a question of time until the industry may be brought generally to subscribe to it. Judging from the frequency and the fervency with which it is being preached, we should say that the time of acceptance is not very far distant.

Death of Charles W. Knapp

Charles W. Knapp died at his desk in the office of the New York *Times* on January 6—three days after he had become associated with the company as treasurer. The announcement of Mr. Knapp's retirement from the St. Louis *Republic* to become an officer of the Times Company was announced in PRINTERS' INK only one week before his death occurred. Friends in the newspaper fraternity were shocked to learn of his sudden passing, as he had been in the best of health.

Mr. Knapp was 68 years old and had been connected with the *Republic* for 48 years. He was a member of the executive committee and board of directors of the Associated Press. He was one of the founders of that organization, as well as of the American Newspaper Publishers' Association.

With Crocker-Wheeler Co.

Chester A. Gauss has been appointed publicity manager of the Crocker-Wheeler Company, Ampere, N. J. He has been on the editorial staff of the *Electrical World*, New York.

Announcement

Better Service For Eastern Agencies

In order to give more efficient and satisfactory service to Advertising Agencies located in Eastern Cities, we have opened a

New York Office at 702 World Bldg.

This Branch is completely equipped with modern machinery and methods for the rapid handling of all the details of Newspaper Classified. We have exactly duplicated the system of our Toledo Office.

Orders received by the New York Branch will be handled entirely by that office, orders being mailed direct to the papers from there, thus saving two to three days' time.

If you're not one of the 151 Advertising Agencies "clearing" Newspaper Classified, getting rid of all the bothersome details, send at once for our Bulletin and Commission Proposition.

Arkenberg Special Agency

Publishers' Representatives

NEW YORK and TOLEDO

702 World Bldg.
New York, N. Y.
Phone Beekman 2252

408 Madison Ave.
Toledo, Ohio
Phone Home Main 5893

ADVERTISERS Bulletin No. 135 containing best lists for 1916 is ready. It will be sent free on request

Ryzon's Sales Run Second in Greater New York

Trained Saleswomen Have Done Much in Support of Advertising —Baking Powder Now Sold Retailer Through Jobber—Another Territory Will Be Opened Next Month

AFTER four months of advertising, the sales of Ryzon Baking Powder are uniformly running second in Greater New York. This statement is made by Frederick W. Nash, manager of the food department of the General Chemical Company, which makes the baking powder. The comparative sales figures were based on actual stock reports taken by salesmen.

One factor that has proved of great value in getting these quick results from the Ryzon publicity has been the special-service department. This feature has been so well received by the dealer that the company has doubled the staff since its inception, and is adding to it every week.

The special-service department consists of a force of saleswomen who are sent around to the various dealers to help them sell Ryzon; to demonstrate the salability of this product. It is under the supervision of one woman, an expert in household economics, who, in turn, has five lieutenants. These are graduates from such schools as Pratt Institute of Brooklyn, Drexel Institute of Philadelphia, Columbia University, etc. Each has under her a staff of five or six girls. After a dealer had stocked Ryzon he was offered the services of this staff in helping him to sell the goods. Individual members would go into the retailer's store as saleswomen, take telephone orders and utilize the opportunity for putting in a good word for Ryzon; of course, with the dealer's consent.

At the time the Ryzon campaign was instituted PRINTERS' INK explained the company's consignment plan, whereby, in the metropolitan district of New York, the company dealt direct with retailers. On January 1st this policy was superseded by another plan which takes the jobber into the sales scheme. Regular retailers will be sold Ryzon only through regular wholesalers. Big chain-store grocers, large department stores, etc., will be dealt with direct only as special selling agents of the General Chemical Company. They will be dealt with as before as selling agents, making their costs approximately the same as the out-and-out jobber, while in retailing they will be obliged to sell at the standard consumer selling price, under penalty of forfeiting their agency rights.

Beginning February 1st the company will start a new advertising and sales campaign in a hitherto uncultivated territory, not yet announced, representing 3,000,000 population. It will utilize newspapers, car and poster space and painted displays along similar lines as the initial four-month campaign in metropolitan New York, and dealer co-operative helps, including its special selling service.

Campaign on Hand-made Infants' Wear

Conway's, of New Orleans, La., is starting a mail-order campaign on its hand-made infants' wear. This infants' wear is made by members of some of the old French families of New Orleans, who do this work for pleasure and profit, but without being known. As most of these ladies have been trained by the nuns in the convents to do exquisite needlework, the result of their labors is said to be something very fine. The garments are advertised as equal to the fine imported garments and they sell at domestic prices.

Conway's employ over 60 people to make the garments and their sales extends all over the United States. They send their selection of goods on approval with a guarantee.

In the mail-order campaign now being started the women's publications are used. The account is being handled by the Chambers Agency, of New Orleans.

Spanish Edition of "Moving Picture World"

The *Moving Picture World*, of New York, has announced a Spanish edition, which will be styled *Cine-Mundial*. It will be issued once a month. The chief object is to introduce American moving picture machines and films into South America.

Facts Are Always Welcome

—and doubly so when they refer in detail to the circulation of a worth-while periodical.

We fully appreciate that an advertiser is entitled to have placed before him, a report containing each and every fact, or point of interest relative to the distribution of this magazine, and we are desirous of presenting these facts to him—what is more, we are DETERMINED he shall have this information.

MOTION PICTURE MAGAZINE

is the ONLY publication devoted to moving pictures, which has distributed broadcast among advertisers and advertising agencies a complete report of an accounting made by the

AUDIT BUREAU OF CIRCULATIONS

We will gladly send to anyone, any time, a detailed A. B. C. report concerning the distribution, etc., of the leading motion-picture publication of to-day.

REMEMBER THIS FACT

When an advertiser invests his money in this magazine, he is assured of receiving full value for every dollar expended, because he is buying a KNOWN circulation and not a "guess we have" distribution.

Rate $250 the Page

Net distribution of September issue,

289,500 copies

Frank G. Barry.
Advertising Manager

M. P. Publishing Co.

APRIL FORMS WILL CLOSE FEBRUARY 12th

Advertising Department now located at Home Office
175 DUFFIELD ST. BROOKLYN, N. Y.

Locomobile Berline for Prince Fushimi of Japan

The Locomobile "30," seven-passenger Berline for His Imperial Highness, Prince Fushimi, of the Royal Family of Japan. Messrs. Mitsui & Company combed the market of high-grade manufacturers before this car was finally selected.

The upholstering, lighting fixtures, and other appointments of the car were specially designed and executed.

Japanese Court etiquette requires that the court attendants and retinue shall at all times face Royalty, and never turn their backs upon a Prince of the Blood. The auxiliary seats were therefore installed facing the rear seat and also six inches lower than that occupied by Prince Fushimi.

JANUARY MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR JANUARY

(Exclusive of publisher's own advertising)

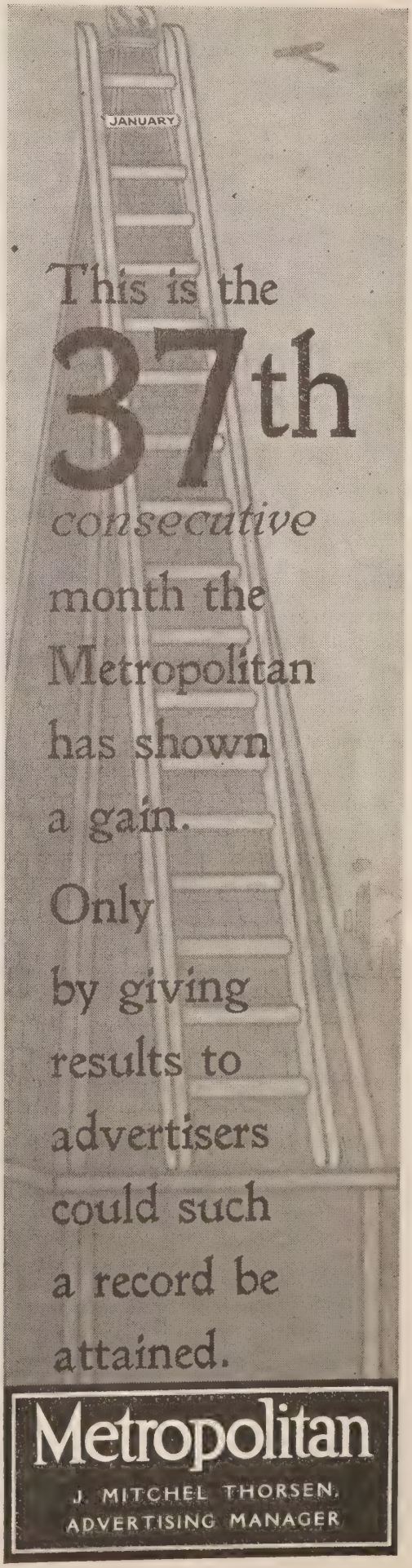
	Pages.	Agate Lines.
Review of Reviews	99	22,190
Metropolitan (cols.)	119	20,378
World's Work	89	19,936
*Sunset (cols.)	126	18,617
McClure's (cols.)	107	18,230
Cosmopolitan	63	14,322
Hearst's (cols.)	75	12,920
Harper's Monthly	55	12,404
American (cols.)	68	9,744
Scribner's	42	9,495
Century	41	9,394
Everybody's	37	8,510
Wide World	37	8,344
Atlantic Monthly	30	6,839
American Boy (cols.)	34	6,826
Current Opinion (cols.)	43	6,136
American Sunday Monthly (cols.)	33	5,940
Red Book	26	5,880
Munsey's	24	5,502
Boy's Magazine	29	5,161
Popular (2 issues—Dec.)	21	4,998
St. Nicholas	21	4,711
Ainslee's	17	4,004
Smart Set	17	3,808
Boy's Life (cols.)	27	3,751
Snappy Stories (2 issues)	16	3,724
Blue Book	12	2,828
Bookman	11	2,548

* New page size.

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publisher's own advertising)

	Columns.	Agate Lines.
Vogue (2 issues)	411	65,081
Harper's Bazar	153	25,822
Ladies' Home Journal	63	12,680
Good Housekeeping (pages)	55	12,355
Woman's Home Companion	53	10,749
Pictorial Review	52	10,550
Delineator	46	9,268
Ladies' World	43	8,700
Modern Priscilla	48	8,064
People's Home Journal	41	8,063
People's Popular Monthly	42	7,980
Woman's Magazine	39	7,944
Designer	39	7,841
Mother's Magazine	50	6,754



	Columns.	Agate Lines.
Housewife	31	6,183
Woman's World	31	5,460
McCall's	38	5,092
Home Life	23	4,025
Holland's Magazine	13	2,727
Needlecraft	11	2,169

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of publisher's own advertising)

	Pages.	Agate Lines.
Vanity Fair (cols.)	232	36,726
System	147	33,026
Popular Mechanics	109	24,528
Country Life in America (cols.)	114	19,152
Garden Magazine (cols.)	111	15,540
†Popular Science Monthly	63	14,042
*House & Garden (cols.)	65	10,302
Countryside Mag. (cols.)	49	8,427
Forest & Stream (cols.)	57	8,383
Illustrated World	37	8,288
Physical Culture	36	8,176
Theatre (cols.)	46	7,728
National Sportsman	34	7,686
Travel (cols.)	53	7,557
Field & Stream	33	7,434
Outing	26	5,841
House Beautiful (cols.)	39	5,744
Arts & Decoration (cols.)	40	5,600
Outdoor Life	22	5,096
International Studio	35	4,926
Golf Illustrated (cols.)	34	4,783
Motion Picture	21	4,724
Recreation (cols.)	28	4,221
Outer's Book	16	3,668
Craftsman	15	3,416
Extension Magazine (cols.)	14	2,320

* New page size.
† Formerly World's Advance.

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publisher's own advertising)

	Columns.	Agate Lines.
‡Canadian Courier	122	22,367
Everywoman's World	75	15,122
MacLean's	104	14,672
Canadian Magazine (pages)	44	9,856
Canadian Home Journal	41	8,200

‡ 4 December issues.

VOLUME OF ADVERTISING IN DECEMBER WEEKLIES

(Exclusive of publisher's own advertising)

Dec. 1-7

	Columns.	Agate Lines.
Town & Country	150	25,245
Saturday Evening Post	144	24,274
Life	114	15,980
Literary Digest	104	15,373
Collier's	69	13,055
Scientific American	54	10,825
Independent	57	8,036
Leslie's	37	6,338
Judge	34	4,891
Christian Herald	27	4,774
Churchman	29	4,699
Outlook (pages)	14	3,206
Youth's Companion	14	2,870
All-Story (pages)	9	2,205
Illustrated Sunday Mag.	11	2,115
Every Week & Assot'd.	9	1,683
Harper's Weekly	7	1,192

Dec. 8-14

Saturday Evening Post	149	25,163
Literary Digest	129	19,095
Town & Country	77	12,964
Collier's	57	10,950
Christian Herald	45	7,829
Leslie's	30	5,157
Life	34	4,881
Outlook (pages)	20	4,454
Independent	30	4,302
Scientific American	18	3,707
Churchman	17	2,833
Youth's Companion	14	2,800
Every Week & Assot'd.	13	2,426
Judge	16	2,307
All-Story (pages)	8	1,883
Illustrated Sunday Mag.	7	1,350
Harper's Weekly	7	1,266

Dec. 15-21

Saturday Evening Post	82	13,783
Town & Country	77	13,083
Collier's	52	9,941
Independent	57	8,083
Literary Digest	51	7,519
Outlook (pages)	24	5,565
Leslie's	30	5,263
National Sunday Mag.	29	4,995
Life	30	4,332
Scientific American	15	3,033
Christian Herald	15	2,641
Youth's Companion	12	2,451
Judge	16	2,362
Churchman	13	2,128
All-Story (pages)	5	1,316
Every Week & Assot'd.	5	962

Predictions and Facts!

LAST January keen advertisers were predicting that Vanity Fair would soon lead all monthly magazines in volume of advertising.

Their predictions were based on Vanity Fair's rapidly growing circulation—its intimacy of appeal—its ability to produce results.

Here are the facts:

Month	Position*	Agate Lines
JANUARY	12th	14,699

We won't bore you with a long table of figures—we'll gladly submit them on request.

DECEMBER	1st	62,116

The safest way to judge the future is by the past. Since September Vanity Fair has been leading all monthly magazines. Look ahead now (see opposite page) and reserve your space for 1916.

William H. Osgood.

Advertising Manager.

VANITY FAIR

CONDÉ NAST, Publisher, FRANK CROWINSHIELD, Editor

449 FOURTH AVENUE NEW YORK CITY

*Vanity Fair's standing among all monthly magazines during 1915.

	Columns.	Agate Lines.
Illustrated Sunday Mag..	4	898
Harper's Weekly.....	3	590
Dec. 22-28		
Literary Digest.....	122	17,944
Outlook (pages).....	40	9,175
Saturday Evening Post..	52	8,741
Collier's	22	4,163
Leslie's	25	4,299
Life	21	2,987
Independent	20	2,927
Churchman	14	2,282
Judge	14	2,025
Christian Herald.....	8	1,513
Every Week & Assot'd..	6	1,123
All-Story (pages).....	4	910
Scientific American	4	887
Illustrated Sunday Mag.	4	855
Harper's Weekly.....	4	702
Youth's Companion	2	488
Dec. 29-31		
Leslie's	20	3,431
Life	23	3,305
Youth's Companion	10	2,165
Christian Herald.....	12	2,145
Outlook (pages)	8	1,848

Totals for December

	Agate Lines.
Saturday Evening Post.....	71,961
Literary Digest.....	59,931
†Town & Country.....	51,292
Collier's	38,109
*Life	31,485
*Leslie's	24,488
*Outlook (pages).....	24,248
Independent	23,348
*Christian Herald.....	18,902
Scientific American	18,452
Churchman	11,942
Judge	11,585
*Youth's Companion	10,774
All-Story (pages).....	6,314
Every Week & the Associated	6,194
Illustrated Sunday Magazine	5,218
‡National Sunday Magazine..	4,995
Harper's Weekly.....	3,750

* 5 issues per month.
† 3 issues per month.
‡ 1 issue only.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publisher's own advertising)

	Columns.	Agate Lines.
1. Vanity Fair	232	36,726
2. System (pages)	147	33,026
3. Harper's Bazar	153	25,822
4. Popular Mechanics (pages)	109	24,528
5. Review of Reviews (pages)	99	22,190
6. Metropolitan	119	20,378
7. World's Work (pages).	89	19,936
8. Country Life in Amer.	114	19,152
9. Sunset	126	18,617
10. McClure's	107	18,230
11. Garden Magazine.....	111	15,540
12. Everywoman's World..	75	15,122
13. MacLean's	104	14,672
14. Cosmopolitan (pages)..	63	14,322
15. Popular Science Monthly (pages)	63	14,042
16. Hearst's	75	12,920
17. Ladies' Home Journal.	63	12,680
18. Harper's Monthly (pages)	55	12,404
19. Good Housekeeping (pages)	55	12,355
20. Woman's Home Companion	53	10,749
21. Pictorial Review	52	10,550
22. House & Garden.....	65	10,302
23. Canadian Mag. (pages)	44	9,856
24. American	68	9,744
25. Scribner's (pages)....	42	9,495

Every Week & the Associated

ONE MILLION
national circulation
in and around the
big cities---

"where most of your
consumers live"

95 Madison Avenue New York
105 N. Wabash Avenue, Chicago

LeRoy Pelletier Says:

"First get a Fact —THEN— Hammer it Home"

And that in itself is a sure-enough fact

I believe that the facts—the real facts (not the glittering generalities) about the Pacific Coast country are not known to the average advertising manager and advertising agent, and that they will welcome some actual information.

I have organized a Service Bureau for the purpose of digging up worth-while facts about the country west of the Rockies and its people.

Our Service Bureau is just aching for someone to try it out, to ask it something it can't answer. Haven't you a few tough Pacific Coast problems in your business that would be helped by a few facts? *Let us find the facts.*

Here are five facts by which you can compare the Coast with the East as to buying ability by analyzing what their people have bought and are buying in the "luxury" class of goods:—

1. Three and a half times as many houses have electricity in San Francisco, as is the average in the East.
2. Five times as many automobiles are owned in proportion to population as the United States average.
3. $1700 for every man, woman and child was last year's return from our products; as compared with an average annual income of less than $200 per person in the whole country.
4. $35 was last year's department store purchase average, per capita, in Los Angeles as compared with $5 in Chicago.
5. The cream of America, who can afford to live where nearly all the rest of the country wants to, forms the bulk of Sunset's circulation.

Sunset is the only magazine of national scope on the Pacific Slope. You can't skim the cream off the richest territory in the world without it; or with anything else.

By the way, have you seen the new Sunset—the January issue—in its new shape and dress? Send out for it and look it over and then write and tell me what you think of it.

A. Woodhead
GENERAL MANAGER

SUNSET MAGAZINE

EASTERN REPRESENTATIVES

New York.....W. A. Wilson, 515 Candler Bldg.
Chicago.....G. C. Patterson, 338 Marquette Bldg.
Boston.....Chas. Dorr, 6 Beacon St.

PRINTERS' INK'S FOUR-YEAR RECORD OF JANUARY ADVERTISING

	1916	1915	1914	1913	Total
Cosmopolitan	14,322	16,762	23,268	29,216	83,568
Review of Reviews	22,190	18,298	18,886	22,410	81,784
Sunset	18,617	12,040	21,112	26,096	77,865
World's Work	19,936	17,530	17,820	17,920	73,206
Metropolitan	20,378	18,458	13,107	6,288	58,231
McClure's	18,230	12,064	14,100	13,741	58,135
Harper's Monthly	12,404	14,588	14,112	12,768	53,872
Everybody's	8,510	8,671	14,224	16,004	47,409
Scribner's	9,495	10,080	12,320	13,515	45,410
American	9,744	9,061	9,867	14,670	43,342
Hearst's	12,920	6,477	13,475	10,304	43,176
Century	9,394	9,212	9,184	10,696	38,486
Current Opinion	6,136	6,020	15,543	9,198	36,897
Munsey's	5,502	7,784	8,302	10,472	32,060
Atlantic Monthly	6,839	4,424	7,056	6,776	25,095
American Boy	6,826	5,641	5,316	6,649	24,432
Boy's Magazine	5,161	6,118	6,583	5,682	23,544
Red Book	5,880	5,488	6,272	5,376	23,016
Ainslee's Magazine	4,004	4,032	5,376	6,160	19,572
St. Nicholas	4,711	4,620	3,815	3,192	16,338
	221,199	197,368	239,738	247,133	905,438
WOMEN'S MAGAZINES					
Vogue (2 issues)	65,081	44,498	56,729	53,660	219,968
Good Housekeeping	12,355	14,490	17,276	17,164	61,285
Ladies' Home Journal	12,680	12,022	13,576	15,469	53,747
Harper's Bazar	25,822	15,624	5,712	4,150	51,308
Woman's Home Companion	10,749	9,788	10,425	12,313	43,275
Pictorial Review	10,550	9,600	9,100	8,125	37,375
Delineator	9,268	7,570	6,957	10,412	34,207
Modern Priscilla	8,064	7,560	8,720	8,329	32,673
Ladies' World	8,700	8,400	7,000	7,200	31,300
People's Home Journal	8,063	7,263	7,486	7,216	30,028
Woman's Magazine	7,944	6,938	5,724	8,849	29,455
Designer	7,841	6,820	5,738	8,807	29,206
Mother's Magazine	6,754	6,589	6,660	7,849	27,852
Housewife	6,183	6,314	7,102	6,500	26,099
McCall's	5,092	5,360	5,001	6,229	21,682
Woman's World	5,460	4,725	4,091	5,007	19,283
	210,606	173,561	177,297	187,279	748,743
CLASS MAGAZINES					
System	33,026	25,970	27,104	38,472	124,572
Popular Mechanics	24,528	20,888	25,704	25,256	96,376
Country Life in America	19,152	17,892	24,295	25,939	87,278
Vanity Fair	36,726	14,699	16,906	12,998	81,329
Popular Science Monthly	14,042	15,392	14,224	12,236	55,894
House & Garden	10,302	8,872	12,739	13,330	45,243
Garden Magazine	15,540	6,937	9,987	9,627	42,091
Countryside Magazine	8,427	9,388	7,650	10,030	35,495
Physical Culture	8,176	7,757	8,636	8,964	33,533
Outing	5,841	6,944	8,095	11,750	32,630
Theatre	7,728	6,524	7,598	7,392	29,242
Travel	7,557	6,550	6,841	7,070	28,018
House Beautiful	5,744	5,306	6,795	9,682	27,527
Field & Stream	7,434	6,216	5,551	6,944	26,145
International Studio	4,926	6,615	6,440	6,160	24,141
	209,149	165,950	188,565	205,850	769,514
WEEKLIES (4 December Issues)					
	1915	1914	1913	1912	
Saturday Evening Post	71,961	65,646	61,991	71,867	271,465
Literary Digest	59,931	37,959	50,906	41,419	190,215
Town & Country	‡51,292	29,670	48,501	57,093	186,556
Collier's	38,109	29,191	29,953	41,440	138,693
Life	*31,485	*23,708	32,913	36,620	124,726
Outlook	*24,248	*18,340	22,630	24,192	89,410
Leslie's	*24,488	*22,630	13,897	17,666	78,681
Scientific American	18,452	13,778	18,852	22,467	73,549
Christian Herald	*18,902	*15,624	*15,456	13,668	63,650
	338,868	256,546	295,099	326,432	1,216,945
Grand Total	979,822	793,425	900,699	966,694	3,640,640

‡ 3 issues. * 5 issues.

DISTRIBUTION
VS.
CIRCULATION

AIR circulates. Fine products are distributed.

Vogue is placed in the hands of precisely the women who have the taste to appreciate it and the buying power to use it!

So responsive are Vogue's 80,000 picked readers that advertisers are giving Vogue *nearly three times as much advertising as they are giving any other woman's publication. This is their testimonial to the value of distribution vs. mere circulation!

Ralph F. Blanchard
Advertising Manager.

VOGUE

449 Fourth Avenue New York

*Vogue in 1915 carried 898,649 agate lines—the nearest competitor among all women's magazines carried 324,174 agate lines.

Says British Advertisers Don't Mix

London Editor Thus Explains Why the British Association of Advertising Clubs Lags So Far Behind the Associated Clubs of America —How the War Has Affected Advertising.

WE note as the weeks pass that the advertising world is very much inclined to examine the failure of the British Association of Advertising Clubs to establish itself. The extent of the criticism is encouraging at least, for it certainly reveals the widespread interest there is in our world in the first attempt to establish a central organization. At the present moment it is perhaps premature to assume that the association has failed, for it is still in existence, but everyone seems clear on one point and that is that it will not do more than remain technically in existence until the end of the war. The more closely we inspect what was offered as its platform, the more we are convinced that the programme of the association was much too narrow. A correspondent writing in *The Advertiser's Weekly* assumes we of this journal put down the failure primarily at the door of the war. Personally, we are not prepared to assume the war, which accounts for so much, is the main cause of the collapse of the movement to associate the clubs, although it has undoubtedly been one of the contributory causes.

We are inclined now to think that the moment the movement swung round in the direction of representing the clubs, the difficulties of making a success were enormously increased. The advertising world of to-day, with its many contending interests, has not yet developed to the point where it can be adequately represented by clubs of the social type, and representative advertisers, with notable exceptions, have not yet become the backbone of any particular movement in our midst. Until the advertising interests can mix freely, making the advertiser himself a thoroughly representative member of the associations established for mixing purposes, the club movement cannot have a very influential part in the public life of advertising. The club movement is doing excellent work and will do better as time goes on. It was worth while attempting to co-ordinate the clubs in a central organization if only for the purpose of seeing how far such an effort could be made successful, and exactly what impetus might be put behind it. To-day we have a fairly good idea, and one feels that however promising an organization of clubs might be, at present it is not likely to become a national force in advertising.

"NO PROGRAMME OR PLATFORM"

The truth of the matter is that at the moment advertising men have neither programme nor platform, and the one reason why this is so is because the separate interests in advertising have not yet learned to mix; tactfully to sink their personal interests and work together in the common cause. This weakness in our midst, however, does not influence us in believing that a representative association of advertising men could not do good work in our midst. Those who believe this, as we do, point to the success achieved by the Associated Advertising Clubs of America. Their success is undoubtedly very encouraging, and is the best evidence we can offer of what an association of advertising men can do if the best workers in our field put their shoulders resolutely to the wheel. The annual conference alone justifies this association of clubs, to say nothing of its capacity to keep alive the enthusiasm of each separate club in a chain with links running throughout the United States. The present movement in America to advertise advertising, the biggest work of its kind ever designed, is going to meet with sterling success, and this, too, is the work of the Associated Clubs. If it were all the American clubs were

Reprinted from the editorial columns of the *Advertiser's Weekly*, London, for Dec. 18, 1915.

capable of doing in twelve months, it would still remain a good year's work. It is interesting to us over here, because it shows what unity can do in the way of working for the purpose of benefiting the advertising interests as a whole.

Incidentally, an examination of this enthusiastic campaign in behalf of advertising shows clearly and unmistakably why we in this country cannot as yet run a thoroughly sound "advertising advertising" movement. We obviously lack the central organization which can command thoroughly representative support and enthusiastic service. The achievements of the American advertising clubs through their association show that there is plenty of work before any similar association in this country, and prove that the right spirit would carry many sound movements to a useful conclusion, but in comparing American clubs with our own, one should be on one's guard. There

ALL OUTDOORS was started in 1913 as a consumer's trade paper of the outdoors. Selling solely on its merit it has passed 40,000 in circulation. If you are a successful advertiser in other outdoor magazines we will assume the responsibility of your advertising making good in ALL OUTDOORS. The March issue will be the first of the big Spring numbers. Forms close January 25th. The rate is 30 cents a line.

The Bargain Buy for 1916 — *All Outdoors* — 145 W 36th St. New York, 122 S. Michigan Ave. Chicago

Two Newspapers

For Sale to the Highest Bidder

Appraised at $355,000, the Newark Eagle and the Newark Evening Star, published daily except Sundays at one plant in Newark, N. J., and having an annual gross income of more than $500,000, will be sold unencumbered and for cash to the highest bidder by the Fidelity Trust Company as Receiver for the Newark Daily Advertiser Publishing Company

At Public Auction

in the room of the Board of Directors of the Fidelity Trust Company, 763 Broad street, Newark, N. J., at 12 o'clock noon, on Monday, January 17, 1916. The sale is to be made pursuant to an order of the Court of Chancery of New Jersey and is subject to confirmation by it. All the newspapers' assets, including accounts receivable, will be offered for sale. For further particulars address

Trust Department

Fidelity Trust Company

Newark, N. J.

Fired!

Might as well call a spade a "spade". I did not "resign", but was told to get another job by February 1st.

As Sales-Advertising Manager, this year, I increased sales 70% (no war orders), on a 25% decrease in sales and advertising expense.

—an unusual situation, but the explanation is satisfying.

Thorough business training and successful Sales and Advertising executive experience. College man; age 34; never tired of work; still improving; convincing credentials.

Let's get together and see where I fit in. Pin this to your letter-head and mail to

L. W., BOX 389
PRINTERS' INK

You will find one of my ads in this week's Saturday Evening Post.

ADPOSTAL Advertising

is the kind with the personal touch.

The whole story in colors delivered in 500,000 homes.

Write for particulars

THE ADPOSTAL CORPORATION
ALLENTOWN, PA.

is a considerable difference. American advertising men in all branches of the business can mix freely. The advertiser, for instance, does not think his personal interests are in danger if he happens to find himself a member of a club which has a dozen advertisement canvassers on its list. While we in advertising in England want to keep ourselves in watertight compartments, the American man is a really good mixer, and because he is, his clubs have a representative character lacking in most similar movements over here. Until our clubs carry the representative membership peculiar to clubs in America, it is doubtful whether we shall ever have the nucleus for organization on representative national lines.

IMPROVEMENT WANTED ALONG THESE LINES

That there is work to do making for the improvement of conditions in the British advertising field is proved day by day in an endless variety of ways. The thoroughly unsatisfactory method by which men of no standing can force themselves into the agency field is an evil which might be remedied if there were any co-operation of a healthy character between representative newspapers, advertisers and advertising agents. It is useless for us to say the evils existing in agency circles are inconsiderable and do not demand public or joint action. They unquestionably call for drastic action. We have had cause to look over the considerable list of failures which have happened this year in agency circles. Too often we find the men concerned have no considerable right ever to have classed themselves as agents at all. Again, the outstanding features in many of these failures are the two that challenge the credit of the agency system most directly. Time after time we read the reports of public examinations to find the bankrupt's liabilities run into thousands of pounds, and his assets set down at nil. Again, the chief causes of failure are the spending of income that has never been earned—practically this means the bankrupt has been jug-

gling with his credit from the newspapers and the cash advanced by his clients—and the financing of risky subsidiary business adventures achieved by the same means. In these public examinations we do not often find that the cause of the smash is the default of a big client and the creation of an unexpected, big, bad debt—a business misfortune which might fall upon the most honest agent—nor can we say that the war is often to be cited as more than a contributory cause of failure. Many of the agents whose affairs have been investigated were insolvent before war broke out, or were tangled up with unprofitable subsidiary enterprises which were being financed out of the floating capital of the agencies concerned. The war by shortening credit merely called the bluff. What happens with the agent of mushroom growth is that he comes into the field with little or no capital, borrows money to carry him along and give him time to establish credit. Once he achieves this position he may be insolvent for years before the smash comes, his liabilities steadily growing, although his credit remains perfectly healthy. When we hear men say there is nothing for advertising men to do on a co-operative basis, we point to the need for the cleansing of some of the dark places in agency circles as a piece of work of sufficient importance to justify any representative organization in springing into existence.

Tractors Featured in This Campaign

The Emerson-Brantingham Implement Company, of Rockford, Ill., is putting on a farm-journal campaign which will involve the use of double pages in three papers and smaller space in a large number of others, as well as foreign-language papers reaching the farmer. The total circulation covered by the campaign is 12,500,000. The company is featuring its big line of implements, and is using coupons for the purpose of developing inquiries. A trade-journal campaign is being run at the same time, in which the farm-paper advertising is described, and reference made to the fact that inquiries are to be sent to dealers. The Emerson line of farm tractors is to be given special emphasis in the advertising.

Advertising alone

does not win on the Pacific Slope.

That is why we developed the combined service that has "put across" some of the big things out here.

Our way has maintained the manufacturer's identity, given him complete representation, maximum sales and a considerable saving in cost over any other plan or procedure.

The Geo. F. Eberhard Company
SAN FRANCISCO
LOS ANGELES SEATTLE

Do You Think

that David Starr Jordan, Franklin P. Adams, Richard Le Gallienne, Brian Hooker, Cosmo Hamilton, Arnold Bennett, Stephen Leacock, Louis D. Brandeis and other men of their calibre would write for Harper's Weekly—

Unless they felt sure that they were adding to their reputations by doing so?

You can add to the prestige of your merchandise by advertising it in

HARPER'S WEEKLY

An Old Publication with a New Point of View

W. E. STEVENS, ADVERTISING MANAGER

AUSTRALASIA

Thomas C. Lothian Proprietary, Ltd.

MELBOURNE and SYDNEY

Founded 1888

Cable Address: "Thorough" Melbourne

Publishers' Representatives

Books and Magazines
Pictures Stationery
Printing and Writing Paper

and other allied lines handled by booksellers and stationers

Bankers: The Bank of New South Wales, Melbourne

Head Office: 100 FLINDERS STREET MELBOURNE, VICTORIA

Copy Man Wanted

by well known New York Advertising Agent, a crackerjack copy man. Must have originality and resourcefulness. Excellent opportunity for right man.

"C.C." Box 388
care PRINTERS' INK

"Repetti" Wins Unfair Competition Suit Over Family Name

DECEPTIVE use of a family name, which is also a corporate name, was involved in a case decided January 5 by the New York Supreme Court, in which "Repetti," a company which had succeeded to the rights in the original candy business of Charles Repetti, was suing Louis Repetti, Inc., for unfair competition. The name "Repetti" had been registered as a trade-mark under the ten-year clause of the Trade-Mark Act. Charles Repetti sold his rights to a corporation which later went into bankruptcy, whereupon he, with Louis Repetti and Louisa M. Repetti, formed the concern of Louis Repetti, Inc. The bankrupt concern, which possessed the rights in the registered trade-mark, was reorganized and continued in business. The suit involved the unfair use of the family name by imitation of the distinctive type of lettering, simulating the dress of packages and representations to the trade that the candy made and sold by defendants was the product of the "original Mr. Repetti." In deciding the suit the court said:

"While a monopoly of a surname may not be secured by a registered trade-mark, yet simulation of mechanical and typical peculiarities which make specific differences may, when taken in connection with other circumstances, if sufficient to deceive the public, be regarded as a violation. . . .

"Judgment should be awarded the plaintiff, enjoining the defendant, 'Louis Repetti, Inc.' (1) from using any name in the manufacture or sale of candy by sign, label, advertisement, representation or any other method, except the full corporate name; (2) from using or presenting the name 'Repetti' in script, or any simulation thereof, or attaching to such name any flourish or scroll; (3) from using boxes or packages containing its candy of the same color, size and pattern as those used by plaintiff, and any boxes which are a color-

able imitation of the plaintiff's boxes; (4) from making any representation by sign or speech that its candy is the product of 'Repetti,' or of the 'original Repetti,' or of the 'famous Repetti'; and directing (5) that there be used and adopted by the defendants boxes or packages for containing candy of different color, shape and appearance from those used by plaintiff; that the name and words descriptive of candy be printed in plain black, block letters, and that words or expression be used to clearly distinguish the product from that of the plaintiff, 'Repetti,' which distinguishing words or expression shall be of equal prominence with the name, and (6) that Louis Repetti individually be enjoined from any acts in connection with his employment by defendant, or as an officer of the defendant, which will pass off or tend to pass off defendant company's goods as and for plaintiff's goods, or defendant company as and for plaintiff."

Our Exports to Australia

This year you will supply Australia with about 14 per cent of its total imports. The mysterious attraction of the Orient would appear to have cast a spell over the American mind, which is suffering from over-orientation at the present time. I have no doubt that many will be honestly incredulous when I make the statement that for nine months of this year ending September 30 you exported to Australia goods to the value of $40,027,088, while you exported to Japan goods to the value of $32,010,808. For those nine months Australia was a better customer for your articles of export than was Japan, to the amount of more than $8,000,000. We bought from you two and one-half the value of China's purchases. Australia and New Zealand together took almost as many dollars' worth of American goods as those two great Eastern markets combined. Yet, I repeat, for one allusion to American trade with Australia, we find one hundred allusions to "Trade with the Orient."—*Hon. P. E. Quinn, New South Wales.*

Hobart Joins Hearst Organization

Henry Hobart, for a number of years with *Woman's World,* and recently Eastern manager, has resigned to take effect January 15th. He will join the Hearst organization, doing special work.

Educational Film Corporation

205 WEST 40th STREET, NEW YORK CITY

Producers of ADVERTISING and INDUSTRIAL FILMS exclusively

Our service includes providing distribution facilities and preparation of the scenario.

Write us for details regarding the many uses of motion pictures.

EDUCATIONAL·FILM·CORPORATION·NEW·YORK·

The Little Schoolmaster's Classroom

DOCTORS, as a rule, have a professional horror of publicity (the paid kind) in any form. For a doctor to advertise is, *ipso facto,* to put him beyond the pale of organized medicine.

However, the Schoolmaster recently heard of a doctor who, had he taken up the profession of merchandising and advertising, would undoubtedly have attained an eminence in this field that he enjoys in his chosen career. The tale offers one of those little side eddies in the broad channel of modern merchandising that rarely come to the great white light of publicity. Moreover, it is a kind of moving picture of how business grew from a mere seed.

The specialist in question has a hobby which he drives vigorously of evenings to relieve the great strain of his daily work. In his off hours he becomes *pro tem.* a printer, and the upper story of his home is a complete little printing plant, with a power press and cases replete with a wide variety of beautiful type styles. There are many printers doing business right now with far less equipment than his.

Here he revels in getting up a monthly pamphlet of good-natured digs at his confrères in a local medical association. He composes as he sets with stick in hand, and consequently every page squares up true. His effusions he strikes off in as many colors as fancy may suggest. Some of his booklets, such as reprints of favorite poems, etc., are real gems of harmonious typography.

* * *

This doctor spends his summers in a settlement on Long Island in a district once famed for its oysters. He is received by the residents as a fellow-being, and administers to their ailments gratis during the term of his annual residence.

One of the inhabitants was possessed of an oyster bed, the products of which are quite as luscious as any of the bivalvular tribe in existence. Nevertheless, the local oyster business was on the wane, and the owner of this bed waxed despondent thereover.

"That's easy," said the doctor one day. "The trouble with you is you're just growing oysters, same as Tom, Dick or George. What you need is some way of distinguishing your oysters. Let's see what we can do."

* * *

The doctor thereupon bestirred his printing mind and evolved a name for the oysters. Henceforth every barrel-head of these oysters shipped was destined to be marked with the trade-name.

Nor did the doctor's plan stop here. Having established a distinction between these and ordinary bivalves, the next step was to make capital of such distinction. He held further conferences, the upshot of which was to induce the local Board of Health to give every barrel of oysters from that section of the bay a clean bill of health, duly drawn up on a label (of the doctor's printing), certifying the healthful conditions under which these oysters thrive, the absence from their feeding-grounds of contaminating influences or sewage, as conductors of typhoid, etc.

Having established a pedigree, a market or distributing outlet was next sought. The doctor thereupon hied himself back to his winter residence and dropped in on his family fish-dealer. Investigation showed that the dealer sold an average of not more than one barrel of unidentified oysters per week during the season. He had never made any special efforts to push their sale, unless perhaps by displaying the usual old perennial, fly-spotted "Oysters R in Season" placard.

The doctor then put up to the dealer this proposition:

"If I get every physician within a radius of two miles of your store to buy oysters of you, and to recommend them to friends, will you carry this brand?"

MR. J. DWIGHT BREWER

Advertising Manager

GOOD HEALTH

NOW HAS AN OFFICE

IN THE

McCormick Building, 332 South Michigan Boulevard
CHICAGO, ILLINOIS TEL. HARRISON 2161

ELECTRICAL AGE
The National Monthly of Electric Practice

Second Largest Circulation in the Field. Members A. B. C. January 1916 issue, 11,000 copies. The only monthly electrical journal covering the industry as a whole.

TECHNICAL JOURNAL COMPANY, Inc.
Woolworth Building New York

YOUNG COPY MAN WANTED

Large New York Publishing House has place in its Circulation Department for copy man—a young man who has had good ground work and whose present position does not promise enough. Applicant must be of good address, aggressive, filled with initiative, and able to show good work already done. Should not be over twenty-five, and should be ready to start at a nominal salary. State experience in detail, submit samples of work, age, salary expected.

"K"—Box 387, care PRINTERS' INK, N. Y.

"GIBBONS Knows CANADA"

Lincoln Freie Presse
LINCOLN, NEB.
Actual Average Circulation **133,992**
Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

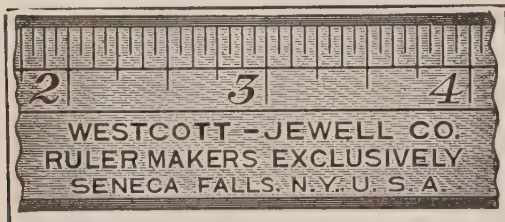
Premium Specialties
International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c
S. BLAKE WILLSDEN
Heyworth Bldg. Chicago

A Printing House

A Maker of Machinery

Either could **use my services** to advantage. I have experience, a record and qualifications that will interest a Printing House wishing to increase business by offering an advertising service. Upon the Manufacturer of a mechanical or technical product needing an advertising man I have a sound claim to consideration. "E. M." Box 390, care Printer's Ink.

Big National Advertisers Use Columbia Lantern Slides
Because they get results
Because they are trade builders
Because they are perfect in workmanship
COLUMBIA SLIDE CO., 21 SOUTH FIFTH AVE CHICAGO



There is absolutely NO CLASS of trade or profession, that SOME kind of an ADVERTISING RULER will not REACH and STAY WITH. We make them all--Let us show you.
Write to Dept. 3

The conditions of output were explained. Would the dealer? He shed tears of joy at the prospect.

Thus far so good. Now the doctor decided that demonstrations to establish quality were in order. Several barrels of the oysters were sent to his residence, and friends were invited by telephone to drop in and sample some especially choice oysters just received. All day long they dropped in. Delicious! Finest stuff out!

"Like to know where you can get them every day?" queried the doctor. "Right around the corner at Blank's."

And Blank, the fishmonger, had been prepared by the doctor with a handsome little leaflet, giving the life history of the brand, its pedigree, and its bill of health as a follow-up and mail piece. The neighborhood for miles around was circularized with these booklets.

Result: Blank carries these oysters exclusively, and his sales have jumped from one barrel of ordinary oysters a week to two barrels *a day* of the branded—and advertised—variety.

Of course, the value of the physician's indorsement must not be overlooked in recording these results. What this little oyster man received for love cannot be obtained for a fortune. So geht's in der Weld!

* * *

"Considerable investigation shows," says a well-known research bureau man, "that a woman buying a cloak or suit usually visits three stores. Just why she visits three is hard to say, unless three marks the limit of her endurance." He went on to relate how a suburban store built up a good business in notions and "convenience goods," but failed miserably in the attempt to sell cloaks and suits; women would not try to buy in the suburb, because one store gave no chance to compare values and assortments. A competitor, seeing the good business that the original merchant commanded, bought the opposite corner and put in a line of cloaks and suits. Merchant No. 1 followed, and soon both were doing a nice business. Competition made

it possible for women to follow their style of shopping.

* * *

The Schoolmaster is indebted to L. D. Hicks, of the *Southern Ruralist,* Atlanta, for the record of inquiries pulled by the advertisement reproduced herewith. It appeared in quarter-page space on the front cover of *The Churchman,* and more than 40 replies were received from a single insertion. Did we hear anyone rise to remark that advertising is "undignified"? Maybe so, maybe so—but it is sometimes a mighty good way to get what you want in a hurry.

THE largest Cathedral in the Southern States wants the best Clergyman in the Episcopal Church on the American Continent for Dean. Send suggestions as to where the man can be found.

Address *Foremost,*
care of The Churchman,
New York.

Need A. B. C. in Britain

Certain publications in Great Britain would welcome an organization similar to the Audit Bureau of Circulations, for the purpose of checking up their circulation claims which may seem excessively large to prospective advertisers. As an instance of this, the publishers of *John Bull* and *The Passing Show* offer to pay the passage to London and return of a delegate of American advertisers who will examine the circulation of these papers and report to those interested on his return.

John Hart, of London *Opinion,* claims that his paper is the only one in Great Britain to issue twice a year a Chartered Accountants' certificate.

THE RED BOOK
of
NEW YORK

THE EAGLE ALMANAC 1916

Of inestimable value to every Librarian, Newspaper Editor, City Editor and Business Manager.

Price $1.00

PAUL BROWN
COMMERCIAL ARTIST
61 WASHINGTON AVE.
GARDEN CITY, L.I.

THE PROGRESSIVE FARMER
170,000
Circulation With Dealer Influence
"No Fakes for Man or Beast or Fowl"
Raleigh, N. C., Birmingham, Ala.
Memphis, Tenn. Dallas, Tex.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

FOR SALE

One Second Hand No. 5 Flat-Bed Perfecting Printing Press—33" x 45" in perfect order, made by C. B. Cottrell & Sons Co. Address Samuel J. Shimer & Sons, Milton, Pa., for price and further particulars.

FOR SALE CHEAP:—11 Wing-Horton mailing machines width 1¾", in first-class condition. Change of equipment makes it necessary to sell these machines at half price. **THE FARM JOURNAL, PHILADELPHIA, PA.**

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners have consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

Solicitor for Garment Trade Publication, on commission basis. Excellent opportunity for man who can close contracts. Call between 12 and 2. Eschelbacher, 225 W. 39th St., 7th floor.

Adv. salesman of space and service for established Latin-American trade publication. Attractive proposition to a real producer. Excellent opportunity to become integral part of growing organization. Give details. Box 931, c/o P. I.

WANTED—A representative in Boston, New York and Chicago to solicit accounts on a commission basis. Only men who can close contracts need apply. State fully past efforts in advertising field, as our plan is the best proposition for a live man to handle. Excellent opportunity. Ad-Postal Corporation, Allentown, Penna.

Class publication with strong provable circulation to business executives seeks Eastern Representation. Liberal straight commission; real co-operation. Prefer someone with class paper or magazine experience. Write Apt. 83, 536 West 113th St., New York City.

A POSITION is open in our Service Dept. The work is principally creating and selling advertising and occasionally calling on regular customers for printing orders. If interested state what you have done and salary desired. Hobson Printing Co., Easton, Pa.

WANTED—Two typewriter operators. Large Kentucky manufacturer wishes to add to its force two trained sales correspondents, capable of answering and securing business by mail. If you think you can "MAKE GOOD" let us know why you think so. Give full details, experience, age, etc. Excellent opportunity for hustlers. Address correspondence, Box 926, c/o Printers' Ink.

We want two first-class men. (A) One to buy color printing, lithography and engraving, and (B) another man who is a first-class compositor and foreman and who can run our own private printing shop of sixteen jobbing presses. Kindly answer the following questions briefly (1) Age, (2) Nationality, (3) Past record, giving firms with whom employed, period of time spent with each and character of work performed, (4) education, (5) salary expected, (6) whether now employed, giving character of work, (7) if married or single. Most careful consideration given your application if you answer all questions. Advertising Manager, Box 936, care Printers' Ink.

LETTER SPECIALIST

You'll put more snap into your sales correspondence when you take advantage of my "limited specials." Ask about them. Jed Scarboro, 557a Halsey St., Brooklyn, N. Y.

LETTERHEADS

5,000 splendid letterheads $7.50, or 10,000 billheads $10.00. Best value ever offered. Samples free. Oppenheimer Printing Co., Cincinnati, O.

POSITIONS WANTED

Young man capable of taking charge of small advertising department—has had several years experience as assistant to a foremost New York manager. Box 937, care Printers' Ink.

I write strong copy and want to locate with some live Agency or firm. My age is 24; am fully trained and have considerable experience. I can make good and want a position where results count. Address, M. J. D., Printers' Ink.

ADVERTISING MAN

Experience in all phases of advertising—magazine work, dealer co-operation, house-organs, printing, art work, getting results from salesmen, catalogs, service work, etc. Exceptional direct mail experience. Box 928, c/o Printers' Ink.

ADVERTISING ASSISTANT

Young woman—expert secretary—practical knowledge correspondence, form-letter writing, copy writing, printing, cuts, art work, etc., desires position with PROGRESSIVE AMERICAN FIRM. Will start $1500. Now employed. Box 929, Printers' Ink.

Experienced Adv. Mgr. seeks change. Familiar with retail, wholesale and manufacturer's advertising, also sales promotion. Shrewd buyer of space. Writes strong copy. Now located in Cleveland. Address Experienced, c/o Printers' Ink.

Solicitor and advertising executive of wide, successful experience, favorable acquaintance in New York City and throughout Eastern territory, including New England, now engaged, would change for 1916, right opportunity offering; highest credentials; correspondence strictly confidential. Box 927, P. I.

A producer of business and good will, experienced in advertising and merchandising, desires permanent connection with manufacturer; has bought and sold advertising; recently advertising manager, 8 years' experience; college education, 34 years old, married; can warm up to a meritorious proposition. J. S., Box 935, c/o P. I.

THIS IS WORTH INVESTIGATING.

A very successful advertising man of broad vision and unusual experience, formerly practical printer and newspaper man, past eight years devoted to department store advertising; 29 years old, married; desires Middle West connections—either newspaper, manufacturing or department store. Initial salary secondary to opportunity. Address Quinter Kephart, Advertising Manager, Steiger Dudgeon Company, New Bedford, Mass.

Versatile Adv. Man

College graduate, age 24, 8 yrs. ptg. and newspaper experience, copy and layout artist for ads and catalogs. House organ. In charge of adv. dept. purchasing space, printing, cuts, managing, filing, mailing, addressograph and multigraph depts. 17 adv. files and reports with one clerk-stenographer.

For one man dept. or asst. adv. mgr. Box 932, care Printers' Ink.

Broadly Trained Assistant

available as "handy man" for progressive executive, preferably in sales department in N. Y. or New England. Position must offer opportunity for early advancement if earned.

University graduate, mechanical eng'g, with shop, field and sales training and broad advertising and office experience; acquainted with manufacturing and cost fundamentals; capable correspondent; subscriber Alexander Hamilton Institute. Excellent record, and on good terms with past and present employers. Box 933, care Printers' Ink.

ADVERTISING MAN, employed. Unusual qualifications, exceptional ability, good education. High-grade copy-writer, lay-out man, house organ editor, solicitor. Prepared ad for national magazine that won first place in contest carried on by publisher. Nine years commercial and advertising experience with heating concern, scale, stove and engine manufacturers, and general advertising agency. Thorough knowledge of advertising, merchandising, publications, rates, follow-up systems, printing, engraving, art. Age 29. A capable, result-producing man for manufacturer, publisher or advertising agency. Box 930, c/o P. I.

VERBATIM!

"Mr. S——, though a young man, has nad seven years of energetic work in both advertising and publishing; principally as a member of the advertising staff of the Remington Arms Co., and until his resignation recently he was Advertising Manager of Hearst's International Co. Mr. S—— has the strong recommendation of the business representative of Mr. William Randolph Hearst. In 1910 he established a monthly magazine and by his personal efforts made it a national publication of substantial circulation and business success. He is at present conducting a copy-writing service for several concerns. I consider his copy forceful, dignified and original; especially as regards layout and typographical display. Mr. S—— is very anxious to connect with a responsible concern immediately."

—From One Who Knows.

Address for interview: Box 934, P. I.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

We know of a publishing business in New York which is making rapid growth, which can be bought at a reasonable price. It would take $25,000 cash, the remainder could be paid over a period of years, and the owner would give his influence in handling the business. Harris-Dibble Co., 171 Madison Ave., N. Y.

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In 1915

IN 1915 THE CHICAGO TRIBUNE PRINTED MORE ADVERTISING THAN ANY OTHER NEWSPAPER IN AMERICA.

The Chicago Tribune

The World's Greatest Newspaper
(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

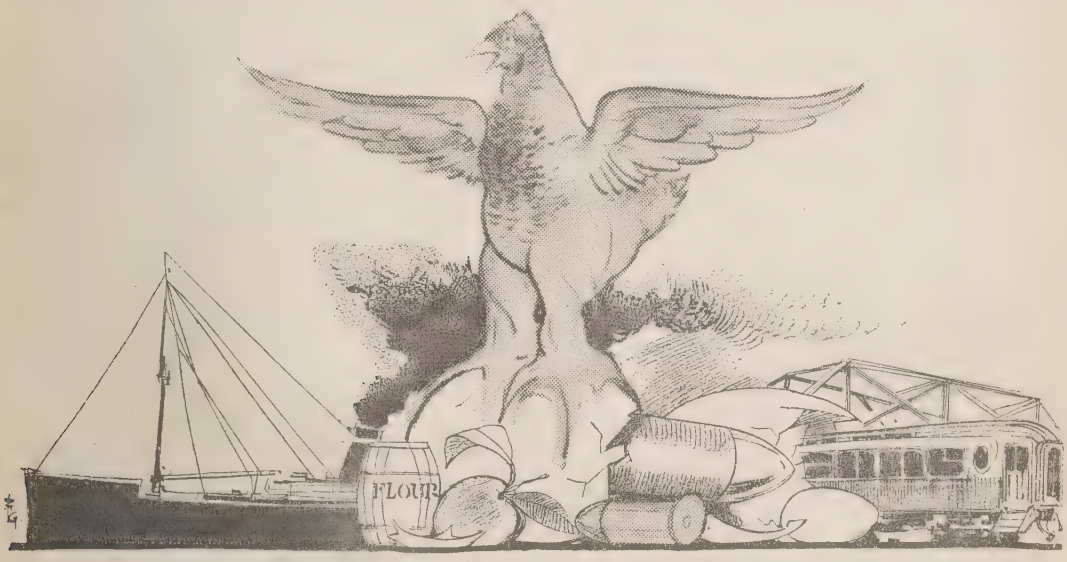
PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIV — NEW YORK, JANUARY 20, 1916 — No. 3



It's Time the Blue Hen Cackled

Delaware, diminutive in area though she may be, is the first American state, because she was the first to ratify the Constitution of the United States.

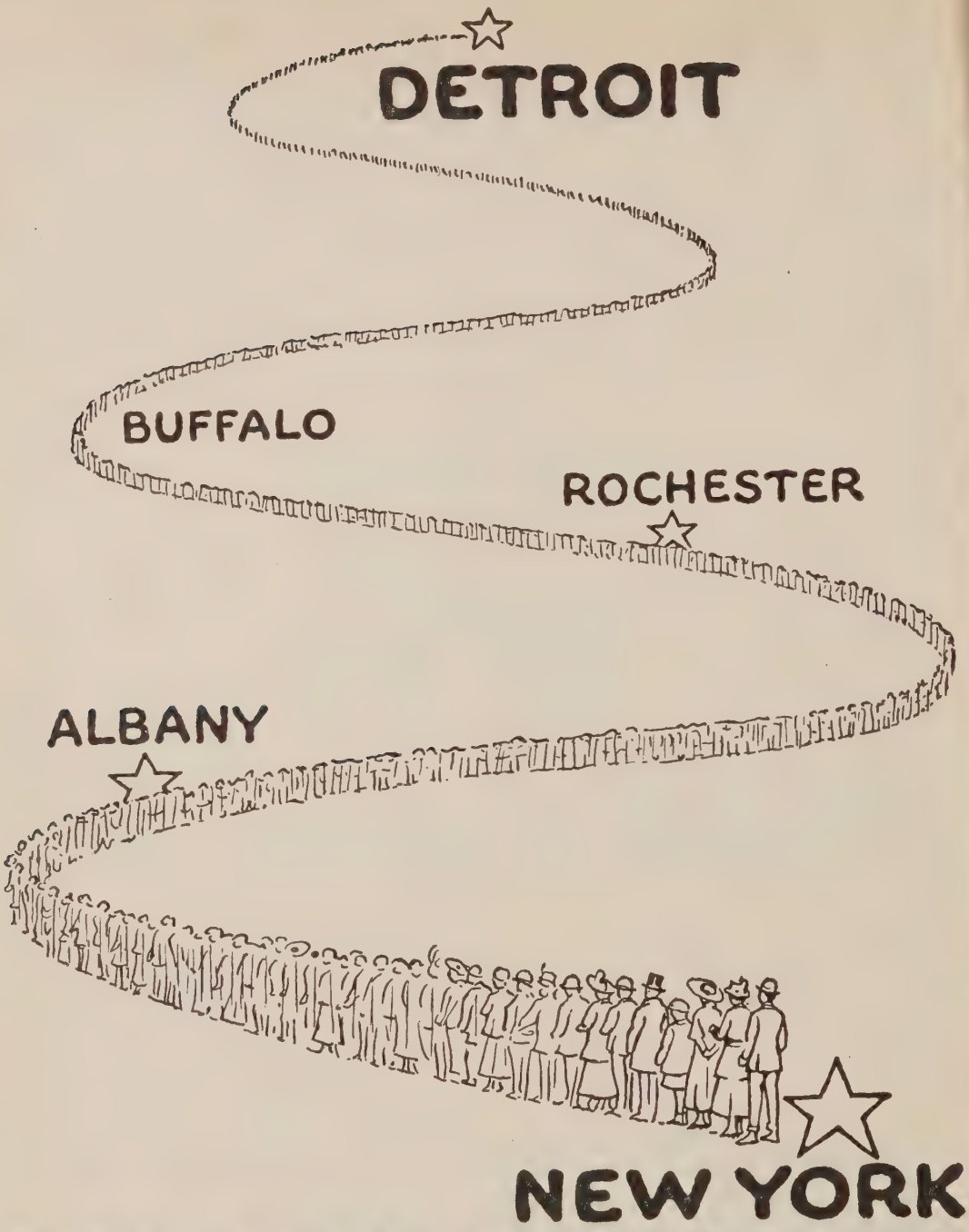
"Delaware-Dover" used to sing-song the kids in geography class. back in the '60's. To this alliterative combination might be added duPonts and dynamite.

Delaware is full of duPonts. In Wilmington and its environs are the offices and a large portion of the tremendous plants of the duPont interests and the vast estates of the duPont family. DuPont dynamite and gunpowder are radically altering the earth's surface every day. The duPont products are in world-wide demand. They are playing a big part in the destiny of nations today.

Here is a great example of an aggressive, fore-sighted enterprise which quite naturally sees its greatest activity when the dogs of war are unleashed. But the duPont people are not by any means dependent upon Mars for prosperity in their industry. They have gone to the American farmer with the message of dynamite for vertical farming and to the American sportsman to stimulate trap-shooting, which until recently was gradually becoming an almost-forgotten means of sport and recreation. Thus they have insured a steady demand for their chief products. Then, too, they are helping to teach the American people the value of such substitutes for leather as duPont Fabrikoid.

Wilmington manufactures vessels, cars, bridges, structural steel, fiber products, crates, paper, flour, cotton and woolen goods. Some of these products are advertisable in a large sense, some are not.

(The Ayer & Son advertisement is continued on page 137)



One day's traffic on the Interborough Subway and Elevated Systems of New York

On December 20th the passengers carried on these great rapid transit lines would have made a close-standing line stretching from New York to Detroit, a distance of 691 miles. The normal traffic is Two Millions *daily*, but on this particular day 2,468,970 *cash* fares were collected.

Was *your* poster or car card among those viewed by this vast *buying* population—concentrated in the richest retail market in the world?

ARTEMAS WARD

50 Union Square — Trading as Ward & Gow — New York

PRINTERS' INK
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.
VOL. XCIV NEW YORK, JANUARY 20, 1916 No. 3

Nationalizing a Cigar by Zone Work with Exclusive Jobbers

Rapid Success of El Roi-Tan Due to Admixture of Buying Advantage, Jobber Advertising and Dealer Cultivation

Authorized Interview with
R. M. C. Glenn and Anthony Schneider
Of Seidenberg & Co., Inc., Subsidiary of American Tobacco Company

IF your product yielded only a small margin of profit;

If it did not admit of satisfactory packaging and branding;

If you had to face stiff competition in every town from some or other of 17,000 competitors, many of them local and selling from their own retail stores;

And if, to crown all this, the industry as a whole were going back —whether temporarily or not, who could tell?—before the smashing attacks of two parallel industries—

How, in the face of all this, would you launch your national brand?

How would you push it?

How would you advertise it?

You could not answer intelligently without knowing the line and field in question. In this case, it is the cigar field. All of these problems and a few more faced two of the vice-presidents of the American Cigar Company back in 1908 when, both practical cigar men, and one an expert manufacturer, they organized a subsidiary company.

The situation just before this had been particularly auspicious. For several years past, cigar consumption had been mounting; faster than smoking tobacco and almost as fast as cigarettes. There seemed a splendid chance to get into a growing industry "right."

The present company was, moreover, itself a subsidiary of the American Tobacco Company; was, in fact, its cigar department. That gave it a big advantage in the trade. There were already a number of other subsidiaries in the American Tobacco Company, but the feeling there was that there is always room for internal competition; it is better inside than outside. So no impediments were placed in the way of the new company. It was permitted to revive a good old name which had been lost in a previous merger. Under this name, it acquired a number of reputable brands, and it has since developed nearly 200 brands of its own.

Immediately after the company started, the complexion of the general situation changed color. The cigar demand, which had reached 7,302,000,000 in 1907, the year before, now fell off nearly a billion. At the same time smoking tobacco and cigarettes shot up. Apparently half a million or more smokers had become pipe or cigarette fanciers or had cut down on their cigars. The current had set in against cigars. It has not strengthened, but it has continued practically unchanged up to the present day.

That certainly was not a particularly encouraging state of affairs. But it had no power to dampen the ardor of the new cigar company. It intensified its problems, but made it all the more

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eager to find solutions for them; it responded to the challenge. And now, eight years after the start, two of the young company's brands are leaders in their class, several other brands are up near the top and the company itself has become easily one of the most important companies in the whole cigar world.

ROI-TAN AND QUE PLACER

The new company is Seidenberg & Company, Incorporated, and the men responsible for it are R. M. C. Glenn and Anthony Schneider, who are, as said, vice-presidents of the American Cigar Company. The star Seidenberg brands are El Roi-Tan and Que Placer, both ten-cent cigars. The former is national, the latter entirely local to New York as yet. The Roi-Tan output is said to be approximately 125,000,000 a year. It is the recognized national leader in cigars. According to Mr. Glenn, more Que Placers are sold in the metropolitan section than of any other brand, 5- or 10-cent. That gives an idea of the Seidenberg quality.

Several five-cent brands have a wider distribution and are heavy sellers.

"We didn't pay a cent for good will when we started," said Mr. Glenn the other day. "We acquired a number of brands in various ways, but the real value was put into them after we got them. El Roi-Tan is a brand that goes back to about 1901. It was first made up by the manufacturing house of Gordon & Barrett, which lasted only a few months. Barrett's first name was Roy and Gordon's was Powhatan — generally shortened by the trade to 'Tan.' They put the two names together into 'Roi-Tan.' After changing hands once or twice, the labels fell into the hands of a cigar box manufacturer, were acquired by the American Tobacco Company and by it transferred to Seidenberg & Co.

JOBBER WITH EXCLUSIVE TERRITORY ON ROI-TAN CAN AFFORD TO CAMPAIGN IN THE NEWSPAPERS WITH COPY LIKE THIS

"It is a fact that cigars are generally manufactured on a very narrow profit, much narrower than cigarettes, and that there are more than 17,000 cigar manufacturers in the United States. It takes a sizable plant to manufacture smoking tobacco; and cigarettes cannot any longer be manufactured very profitably by hand; but any cigarmaker with $40 or $50 can open up a shop in the front of his tenement and sell cigars to the neighborhood, or manufacture for neighborhood or other distribution.

"Besides this neighborhood supply, the larger manufacturers distribute their brands over a State or section and they are often strongly entrenched against invasion. National brands are a recent and still comparatively rare development.

"Cigar merchandising is conservative. It differs radically from cigarette distribution. To make a success in it men must seemingly grow up in it."

Among large cigar manufacturers, the practice is to confine a line of goods to one or more jobbers in each territory, so as to get

Unparalleled Purchasing Power

During **three months** only (from date of issue, Oct. 1st to Jan. 1st, 1916) more than **4,300** concerns, with aggregate capital exceeding Nine Billion, Five Hundred Million Dollars

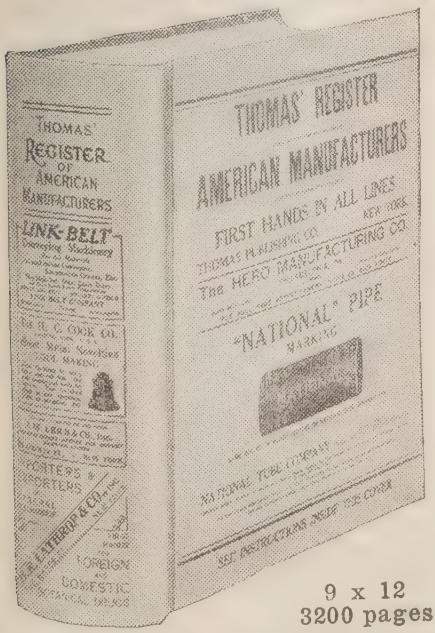
$9,500,000,000.00

bought the 7th Edition of the Thomas Register **for use as their Purchasing Guide**—not one free subscription. **ALL PAID.**

Circulation Audit by "A. B. C." applied for and promised about Feb. 1st.

They buy this Register to tell them who makes anything that they may require, and they never look elsewhere any more than the man with the telephone directory at hand will search elsewhere for information naturally to be found therein. **Representation in this Register offers the only possible way to secure the attention of this most important aggregation of buyers in the U. S. at the most important time, i. e., the time when they are buying.**

OFFICIAL REGISTER OF THE AMERICAN MANUFACTURERS



9 x 12
3200 pages

300,000 Names, $15.00

It instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. It gives the home address and branches of each. It shows the approximate capital invested by each by a size classification ranging from $500 to $1,000,000. It instantly shows who makes any special brand or trade name. Many other valuable features.

We aim to list every manufacturer free of charge and regardless of patronage. At reasonable rates we publish, in addition to the name, descriptive matter, extracts from catalogues, circulars, etc. Such matter printed under appropriate classifications in this work, is PERMANENTLY RECORDED in thousands of places where buyers look, and will be read by the RIGHT PEOPLE at the RIGHT TIME, i. e., Large Buyers, at the time when they want to buy. It attracts *first* attention, and furnishes the Buyer detailed information that he wants but cannot get from simply the name of the manufacturer. It costs less than to mail a one-cent circular to each user of the Register.

1271 American Manufacturers published such matter in the 1915 Edition.

INFORMATION HEADQUARTERS FOR LARGE BUYERS

Thomas Publishing Company, 134 Lafayette Street, New York

BOSTON: Allston Station — PHILADELPHIA: Land Title Bldg. — CHICAGO: 20 W. Jackson Blvd. — SAN FRANCISCO: 311 Cal. St. — LONDON: 24 Railway Approach

a positive jobber-activity behind it. Some manufacturers also sell direct to large retailers. A few have made the mistake of confining their line to one or more retailers in each locality.

CONFINED LINE TO JOBBERS

Mr. Glenn followed custom and confined his line to jobbers, but not always to those in the distinctively tobacco and cigar line.

TRADE-PAPER COPY SUPPORTS IDEA OF QUALITY WITH FULL PAGES

Some of the most energetic cigar distribution is being done by wholesale grocery houses and Mr. Glenn picked a few of these. He did not go too fast, only so fast as he could get the right house, develop a staff of salesmen to cooperate with them, and educate their forces on his brands. In eight years, he has covered only three-fourths of the country, but he has covered it right. He has 100 jobbers in all. Some of the territories have two jobbers, but not for Roi-Tan. The second jobber carries other Seidenberg brands.

"This is partly attributable to an early experience," said Mr. Glenn. "A personal friend of mine, who had joined a large grocery jobbing house in the Northwest, introduced Roi-Tan into that territory and pushed it. Afterwards he left the jobbers to set up for himself. I could not turn over Roi-Tan to him, but I gave him other Seidenberg brands to push. In some other sections also we have a second distributor, but never more than two, except in the metropolitan district, where we have three, though Roi-Tan is handled by only one."

In the trade, the Seidenberg Company has a reputation of being very "choosy" in picking its connections and of being willing to wait a long time to get the houses it wants.

Securing the distribution was, of course, only the first step in promotion in any territory.

"It is an old story in the tobacco trade," said Mr. Glenn, "that you cannot depend upon jobbers to get the most out of your brands, even when they are the most enterprising and you give them the inducement of exclusive territory. They will give all the attention possible or natural to them, but there is nothing automatic about it. You have to furnish some of the power yourself, have to initiate the impulse, educate the salesmen to the merits of your brands and speed up the sales.

"It is important to furnish help all of the time, but even more important at the start. I would first explain the Seidenberg story to the jobber's men. After that, our salesmen would take over the re-

IN THE WEST IT'S RED CROWN

THE Red Crown Sign on a garage means much in the way of confidence to the western motorist.

A quality product, and quality advertising have been instrumental in developing what had hitherto been considered impossible—the demand, by name, for gasoline.

The H. K. McCann Company has played a considerable part in the advertising of Red Crown Gasoline.

If you contemplate extending your markets, this agency, national in scope, with offices in New York, San Francisco, Cleveland and Toronto, and equipped with a comprehensive knowledge of selling conditions all over this country, can surely help you.

"We Have A Man Who Knows" is a book describing our organization and methods. May we send it to you?

THE H. K. McCANN COMPANY

NEW YORK CLEVELAND TORONTO
SAN FRANCISCO

AT NEW YORK: 61 BROADWAY

sponsibility, would go out with the jobber's salesmen, work with them and turn over orders to them, introduce them to the trade when necessary, and help establish local connections everywhere. We have more salesmen in some territories than in others, according to need.

"This is the important work. Our salesmen, like many other cigar salesmen, are high-grade men who have an intimate knowledge of their field and are able to cultivate a personal acquaintance with the dealers.

"All houses strive to get as large orders as possible, and the practice of giving rebates or discounts of from one to three dollars per thousand on drop shipments is common, although not quite universal in the cigar trade. The more popular a cigar is, the easier it is to do it with satisfactory results. It has helped Roi-Tan.

ADVERTISING AT SOURCE OF SALES

"Practically all of our advertising expenditure is directed at the source of cigar sales, namely, the dealer's store. We have had a good line of window display, but we have generally aimed to give the dealers something that would add to the beauty and attractiveness of his store, that would be noticed by the customers and be appreciated by the proprietor, such as the art-glass panels and canopies over mirrors and lighting stands that we have given to some stores, artistic signs, pictures, etc. There is a touch of similarity running through everything we put out that suggests Roi-Tan by its appearance and suggests every other of our advertising devices.

"In the beginning we had some very handsome lithographs in color, appropriately framed, that could be hung up on the wall or put in the window and illuminated. Dealers were very anxious to get hold of them, but they were too expensive for us to use in large quantities and generally we could not persuade the dealer to let us move them along. Each wanted to hold on to the one he had.

"We supply the usual dummy boxes for making window displays and follow the custom of supplying jobber's salesmen with photographs of designs which can be made out of these boxes and the window cards we provide.

"Novelties are very popular in the cigar trade and we give our share of them, to retailers, jobbers and consumers. Our salesmen always carry a pocketful of one kind or another to hand out to smokers they meet who are or might be interested in Roi-Tan. One of the best we have, and have used for years, is a trick cigar cutter, which can be opened easily by the initiated, but baffles those who haven't found out. That makes fun and talk for Roi-Tan.

"One other thing we do is perhaps the most important of all methods to help and please dealers. This is to accommodate the product and the package to local tastes and demands. Cigarette and tobacco manufacturers have no such problem. It is one which apparently can only be met by having your own men on the spot. No two localities are exactly alike and the differences cannot be learned from correspondence with dealers or jobbers.

"In the first instance, the differences relate to packing the brand. Some localities want their cigars in boxes of 25; others in boxes of 50; others still in boxes of 100.

CIGARS OF MANY SHAPES

"Again, there is what is commonly known as a great variation of taste and preference with respect to the shapes and sizes of cigars. Some of these shapes are demanded by the trade, others are devised by the companies themselves to give distinction to special brands, and others apparently are gotten up by Spanish workmen in the factories for no particular reason at all, except to make a new distinction. But they get a start in different territories and finally become fixtures which cannot be displaced without some trouble and possible loss.

"We advertise 52 different shapes in Roi-Tan, but that is less than half of the real number. We have exactly 107. Many of these require boxes of different dimensions and the whole thing in one sense is a great nuisance, which

The Capper Farm Papers in December, 1915, carried 51% more advertising than in December, 1914.

—partly due to general improvement in business;

—partly due to especially good conditions in the Capper territory;

—but more especially due to the fact that these five good papers have been *paying* advertisers—paying to a degree most gratifying to advertisers and publishers alike.

The proof of the pudding, gentlemen!

An analysis of territory covered, of circulation methods and of editorial content may enable you to put your finger on the particular reason why they pay.

That's interesting and valuable.

But the big thing is: They are bringing gratifying results.

Get the business; eat your pudding and theorize about it afterwards. It's business that you want.

The Capper Farm Papers

Missouri Valley Farmer	500,000
Farmer's Mail and Breeze	105,000
Missouri Ruralist	85,000
Oklahoma Farmer	75,000
Nebraska Farm Journal	100,000

Arthur Capper, *Publisher.*

Topeka, Kan., Jan. 1, 1916.

MARCO MORROW, Director of Advertising.

Chicago, Mallers Bldg.....J. C. Feeley
New York, Flatiron Bldg..W. T. Laing
Kansas City, Graphic Arts Bldg., R. W. Mitchell
St. Louis, Chemical Bldg., C. H. Eldredge
Omaha, 1st National Bank Bldg., J. T. Dunlap
Oklahoma City, Colcord Bldg., M. L. Crowther

adds to the cost. On the other hand, it is also service and we have turned it to advertising use by featuring the 52 different shapes we are willing to confess to."

The company does practically no space advertising beyond a few hundred dollars a year spent in the trade papers; no advertising, that is to say, outside of its window displays and novelty advertising. But it may, nevertheless, be fairly classed as a national advertiser, because Roi-Tan is a national brand and the jobbers do advertise it in each section, that being part of the understanding on which they are selected. Some use newspapers, some painted signs, street-cars, etc.; one grocery jobber uses his house-organ as well.

TOTALS UP HEAVY PUBLICITY

In the aggregate, this amounts to considerable publicity, and taken in connection with the pressure put upon the dealers by the jobbers and the house's own salesmen, constitutes probably a greater promotional power than is being put behind any other ten-cent cigar. It goes a good way toward helping to explain Roi-Tan's success.

But it does not wholly account for it. Essential credit also must be assigned to the buying of raw material.

Every manufacturer has a short and easy way of accounting for his success. "It is the quality of our product," he tells you. If he is a non-advertiser, he will probably tell you that he puts the money he "saves by not advertising into the quality of the goods."

It goes without saying that no product could possibly secure a large distribution and repeat sales without having quality. It is the popular taste that makes quality, in this restricted sense. And that being so, most of us in the advertising business believe that national advertising as a means of popularizing the product is the greatest inducement of quality there is.

Success in the case of El Roi-Tan is partly explained by two facts: approximate continuity of quality of tobacco through good and bad tobacco years, and the successful combination of two kinds of tobacco, shade-grown Porto Rican leaf as wrapper, with selections of Vuelta Abajo Havana leaf as filler.

QUALITY OF TOBACCO YIELDS DIFFER

Now, the quality of tobacco, as George J. Whelan told PRINTERS' INK several years ago, is the most variable of variable things. It is never twice alike in the same territory, or even in the same field. Every difference in moisture or heat affects it in some way. One good year may be followed by two or three bad. Consequently, it is a very difficult matter to keep the quality, or what is the same thing, the taste or aroma of a brand the same all the time. You couldn't contract with certain growers to take all of their output and then make a formula that would be good for even two seasons. The best districts of Cuba may be producing tobacco actually inferior to what some lone patch of a few acres in Santo Domingo may be doing.

So it is a matter of new selection or blend all the time, with Roi-Tan as with other cigars. Mr. Schneider is the man who makes the blends for Roi-Tan.

But while there are variations from year to year, the same grades do, of course, come back again and again, sometimes the next year, never longer than three or four years apart. It is evident that anyone who buys in the good years in quantity large enough to carry over the bad years will have the great advantage of being able to keep his brand unchanged.

CAN STOCK HEAVILY

Many manufacturers of expensive cigars do that now, but their outlay on these brands is small. Very few manufacturers of the popular brands sold in large quantity can do it, and Seidenberg & Company are among the few. By keeping sufficient stock of the proper leaf on hand, they can keep the brand, if not of exactly the same grade and flavor, still less

THERE are two classes of women—those who go to the matinee first and buy flannel for the baby in the rush half hour before the shops close, and those who choose and pick the flannel first—and then go to the matinee if there is time. Which class do you suppose will read The Housewife's Baby Number in June—and which one would you prefer to reach?

THE HOUSEWIFE
NEW YORK

changed than most other cigars.

"When it comes to wrapper leafs," said Mr. Glenn, "the company claims another advantage. As you may know, some cigars burn down along one side, or down in the middle, or choke and won't draw. There are various reasons for this, but a good wrapper will do more than any other one thing to make the cigar burn right.

"This company has thousands of acres of its own wrapper tobacco under cloth in Porto Rico. Only one or two other companies can afford to do this, although many others claim to be doing it. So that is another advantage over most competitors.

"There are many different kinds of wrappers and other manufacturers claim advantages for their own kinds. El Roi-Tan was the first popular cigar to be put out in shade-grown Porto Rican wrapper. Many others followed, but Roi-Tan is the only one that has been able to stick.

SUBSTITUTION ON PACIFIC COAST

"As soon as a cigar becomes popular, many other manufacturers copy it in shape and color, but it is not so easy to copy its aroma and taste. A year and a half ago, when our distribution reached the Pacific Coast, we found there had been a number of substitutes which had been represented as being the same as Roi-Tan, but they had all died off. The substitution hurt us to some extent with the dealers, but it helped us with the jobbers, because the jobbers knew that our cigar must have been a winner to have been copied so widely, and they wanted to get hold of it. Other manufacturers have sometimes managed to duplicate it, but not at the price, and therefore could not continue to manufacture it as a commercial proposition."

Now, here is a cigar that is being advertised into national distribution, not so heavily now as it will doubtless be later. A few others out of a score or more of national brands are being similarly pushed in magazines, newspapers, outdoor display, street-cars, etc.

Why is it that more are not advertised? Why is it that cigar manufacturers generally do not believe in advertising? And why have not cigars been advertised as extensively, with as great success as cigarettes?

Mr. Glenn says that the margin of profit is generally not enough in the cigar line; and that cigar manufacturers cannot raise prices and that most of them prefer to "put their money into quality rather than advertising." Other manufacturers say that the cigar smoker is not hasty to change his brands and is more satisfied to stick. Another points out the competition in every town, the 17,000 factories. Still another finds nothing distinctive to advertise; says that all cigars are much alike; that the band does not furnish a sufficiently compelling brand, like the cigarette-box.

REASON WHY OTHERS ADVERTISE

But the small margin of profit is the very reason why some manufacturers in other lines have been driven to advertise. And advertised goods are not goods out of which the quality has been taken. Quality is apt to increase with an increase of sales. The struggle in the cigarette fields is for future good will, instead of merely present sales. That may be causing more advertising than is good for any one concerned, but it seems to be unavoidable, and in the long run it may yet prove an economy.

Again, profit is to be looked for not only in the individual margin, but in the *turnover:* increased volume of business helps to reduce unit cost.

Supposing the cigar smoker is more loyal to his brand than the cigarette smoker, isn't that the best possible condition for advertising—especially for the *first* advertiser?

Still again, local competition has not prevented the rise of national brands. They have made their way in spite of it.

The best goods in the world

(*Continued on page 141*)

11 EAST 36TH STREET
NEW YORK

KLEINERT

Dress Shields and other Kleinert products are advertised through the

CHELTENHAM

Advertising Agency.

In Line with

THE RED BOOK MAGAZINE'S

Policy of presenting the work

of the Greatest Writers

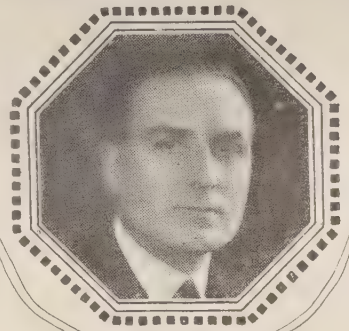
Announcement is now

Made that

COSMO HAMILTON

Author of "The Blindness of

Virtue" *and other noted books and dramas, has been added to its list of famous contributors*



his new novel "The Sins of the Children" *will begin in an early issue*

Today's Brass Tacks Talks

The oldest manufacturer and advertiser of toilet goods in America and the largest in the world, Colgate and Company, has for some years recognized the substantial service performed by what is called the "small town" magazine. For each of three consecutive years, ever since Today's Magazine was first employed, Colgate and Company have substantially increased their investment in Today's Magazine.

Frank W. Nye

COLGATE'S

Teaching Correspondents to Write Better Letters

By H. McJohnston

"I WILL teach them to write letters that will pull like mine," said the new advertising manager to the president of his concern, about two years ago.

"It can't be done," was the president's answer. "You can't teach the art of letter-writing. It's either in a man or it isn't."

He was speaking of ten sales correspondents whose work was slumping in results.

However, this advertising manager—he prefers to be the silent partner in this story, so we'll call him Mr. Smith—has succeeded in coaching his ten ordinary correspondents into ten star sales correspondents. How?

In the first place, three of the original ten were weeded out as poor timber. Two of them lacked a well-developed sense of honesty and truthfulness. The other seemed to be naturally devoid of sympathy and tolerance. Smith did not think that he could teach young men these necessary virtues. Such qualifications were the result of years of the right kind of home training.

In the second place, Smith decided to make use of the idea that self-training is the best kind of training in salesmanship, and that experience is the best basis of self-training. It was his job, therefore, to make available the means of self-training for his ten men, and to get them interested in taking advantage of the means.

ANALYSIS OF GOOD AND BAD LETTERS

Smith knew more or less definitely why his own letters pulled better than those of the men under him, but he did not therefore make the mistake of lecturing to his men concerning the errors of their ways of writing letters. Rather, he encouraged them to discover for themselves what were the differences between letters that get results and those that don't.

His encouragement took form in an hour's meeting held once a week for the purpose of finding out *definitely* why some of their letters made good while others failed. He wanted them to develop a practical interest in the big word "why." Smith believed in finding out as definitely as possible why certain letters make good and why certain other letters fail to make good. This practical question habit had been the main factor in his own development as a writer of uniformly successful letters.

On an early day each week Smith placed in the hands of each correspondent a set of three or four successful letters and a set of unsuccessful letters, together with complete information about each case. Each man was asked to study the letters before he came to the meeting and be prepared to tell why the letters in one set had failed and those in the other set had succeeded in their missions. All the men received the same sets of letters; and the letters were always selected from the work of the ten men.

Smith said that he was careful to make the men feel that he was not in the meeting as a teacher, but that they were all there to think together; that each man was there to give himself as much help as possible and to get as much help as he could from the others in his effort to make himself into a more effective sales correspondent.

After two years of these meetings Mr. Smith said that each one of his ten correspondents was writing better letters than he himself wrote two years before. Asked concerning details of the general improvement, Smith pointed to the following results:

Most important, each man became a serious student of the art of letter-writing. Whenever a letter failed, the writer patiently reviewed the case in an effort to find out why. This was the right attitude toward the work. Each man was willing to learn. There-

fore, every day's experience yielded each man a great deal of good training.

It was found most frequently that letters were ineffective because the writer lacked knowledge of certain necessary and available facts concerning conditions within the addressee's business. In fact, nearly all the failures could be traced directly to the writer's lack of information about the reader, or to his failure to take advantage of all his knowledge of the reader.

The men became more careful readers of the letters they answered and were always on the lookout for information that gave them a more accurate and concrete picture of the addressee. They became eager to take advantage of every scrap of information that was available. Yet they wrote as many letters as formerly. They lost less time because they were more interested in their work. They kept at it more vigorously and constantly; and they learned the value of concentrating on one case at a time until it was finished.

A comparison of letters written three years ago with those written recently by these men show striking differences.

Numerous general statements characterize the old letters, such as, "You could not invest money right now to better advantage," or "You will not deny that it is better to consider the future in this matter as well as the present" —a lot of so-called "you" stuff coupled with general statements, which is the worst possible combination if the writer looks at his letter from the reader's point of view. Fully half the old letters were composed of statements which were either already better known by the reader than by the writer, or were true only in part —which is the case with nearly all general statements, and is one important reason why general statements are likely to be ineffective.

In contrast with these old letters, the current letters contain facts, facts, facts, specific and concrete statements, and proof of these statements whenever proof seems to be necessary; and, strange to say, the word "you" is not used very much.

THE INTIMATE TOUCH

"And why use the word 'you'?" asked Smith. "Every time 'you' appears in the letter it is a warning that the reader is going to be told something about himself, which something the said reader is nearly always in position to know about much better than the writer of the letter. We soon learned that there is a big difference between the real meaning of the so-called 'you attitude' and the use of the word 'you'—that, in fact, the application of the excellent idea involved in the 'you attitude' is most frequently violated by using the word 'you.'

"As an example of the pernicious influence of this little word, just read the ending of this otherwise excellent business editorial," said Smith as he pointed to a business editorial published in a big city daily and written by a well-known Western advertising man. The editorial ends like this:

"'What's the use of going further? You've got the idea.

"'But bear in mind, destructive selfishness is fatal. Only constructive selfishness builds skyscraper business.'

"Now what is likely to be the subtle effect of that 'you' ending?" Smith asked. "To many men, who had the idea before reading the editorial, this ending is slightly offensive, notwithstanding the fact that the idea in question is worthy of being recalled to mind frequently. And why tack on the last little sermonic paragraph? It seems that nearly every time a salesman resorts to the use of the word 'you' he is likely to make the reader feel like one who is being taught his lesson in school —and often by a teacher who knows less about the subject under discussion than does the pupil.

"This antipathy against the use of 'you' is not a theory on my part, either; it is a direct result of our letter conferences, where we always take up matters of actual experience. We have taken up this point with customers and with prospects, and we are convinced that many a letter falls

down because the writer takes unwarranted liberties with that sensitive little word 'you.'

"We all know," Smith continued, "that hundreds of form-letters these days contain a liberal sprinkling of 'yous,' especially in the first paragraph; and as a rule the letter tells the reader something about himself which he knows better than does the writer. We find that it is much more effective to try to give the reader in the first paragraph some real news or a particular bit of information which is readily associated with the reader's sense of self-interest —usually an impersonal statement of facts or facts which would cause the reader to want to read on.

"Contrast these two opening paragraphs:

"1. 'You judge people by the clothes they wear, don't you? So do others.'

"2. 'Five years ago I was in line for the job of assistant buyer in my department, but I lost out to a less able man—who spent twice as much as I did in order to keep up a good personal appearance.'

"There's nothing remarkable about that second opening," said Smith, "yet it makes a concrete appeal to the reader's self-interest, and it is much better than the general statement, coupled with the presumptuous 'you' in the opening of the other letter."

LETTERS DON'T URGE ACTION TOO STRONGLY

Smith also pointed out that recent letters in their files show less urging and more willingness to let the reader make up his own mind; yet they show greater eagerness to be of real help to the reader.

"This tone of desire to be of real service does much to make the reader feel that he is reading a very courteous letter, and without the use of bowing and scraping phraseology which many superficially courteous letters contain," said Smith. "A genuine spirit of service makes the writer unconsciously courteous and tactful—which is the only kind of tact that is sure to get by."

But perhaps the one thing of greatest importance that these men learned as a result of their conferences was the necessity of acquiring ability to get out of themselves and into the shoes of the readers of their letters. Smith agreed that this old idea is the most fundamental requirement in writing a successful letter—"and perhaps the most difficult requirement in the art of salesmanship," he added. "The man who has ability to see himself and his business and his proposition as the reader sees him is rarely found. But this ability can be developed. A realization of the importance of possessing ability to see from the other man's point of view is the first step. My men deliberately try to grow more sensitive as to just exactly how what they say in their letters is going to impress the readers.

"Yes, they would agree that power to appreciate the buyer's point of view is the dominant principle of salesmanship. We all agree that this power is what is really meant by the so-called 'you attitude.' How can we better get the point of view of the people to whom we write? is a perennial question with us. I know the idea is not new, but it yields to none other in importance as a fundamental principle of selling.

"Suggestions which help us get the buyer's point of view are always in order, and we get into personal touch with typical prospects as often as we can. We have compiled a list of resistances to our proposition and together have worked out the best ways of meeting them; and we have compiled a brief list of general characteristics or standards that apply to all our letters; but by far the most important results of these conferences are the ways in which we help each other get hold of information and ideas which give us keener appreciation of the point of view of the readers of our letters—which enable us to get the right kind of 'you attitude' into our letters."

Paul Burger, formerly with the *Commercial Vehicle*, New York *American*, and New York *Sun*, has joined the advertising department of *Harper's Weekly*.

W. M. Shuster President of Century Co.

W. Morgan Shuster has been elected president of the Century Company, New York, to succeed William W. Ellsworth, who withdrew from the company recently. In company with George H. Hazen, treasurer of the company, Mr. Shuster has left for a pleasure trip to the Philippines. He was a member of the Philippine Commission under President Roosevelt, with the portfolio of Public Instruction. Mr. Shuster attracted world-wide attention to himself some four years ago while he was Treasurer-General of Persia. In that office he put through a remarkable system of fiscal reforms. Shortly after his return to this country he was sent on a special commission to South America in the interests of the National City Bank. For two years he has been business manager of the Century Company.

Harold C. Howe Editor of "Housewife"

With the April issue of the *Housewife*, published by the A. D. Porter Company, New York, Harold C. Howe becomes editor. For two and a half years he has been associate editor of the *Pictorial Review* and before that he was subscription manager. Before his association with the *Pictorial Review* Mr. Howe was with Doubleday, Page and Company for a number of years in the editorial, art and manufacturing departments.

Percy Owen Retires

Percy Owen has retired from active participation in the administration work of the Saxon Motor Car Company. He has been in charge of distribution, supervising the sales and advertising departments.

Although relinquishing his active work, Mr. Owen retains his office as vice-president and member of the board of directors of the company, of which he was one of the original incorporators and in which he still retains a large stock interest.

Paul R. Kuhn With Mahin

Paul R. Kuhn, for several years with the Nichols-Finn Advertising Company, of Chicago, has joined the Mahin Advertising Company, also of Chicago.

In his association with the Mahin company he will plan and write motion-picture campaigns. Among his first efforts will be a campaign in behalf of a new motion-picture novel by Rupert Hughes, in which Billie Burke and Henry Kolker will be featured.

C. H. K. Curtis a Poor Richard Officer

Cyrus H. K. Curtis has been elected vice-president of the Poor Richard Club Philadelphia, to fill the vacancy caused by the death of W. Atlee Burpee.

S. R. Latshaw Addresses Ad Club

S. R. Latshaw, of the Butterick Publishing Company, addressed the Rochester Ad Club on January 13. His speech followed an address by Henry D. Estabrook, of New York, whose subject was "Business and Politics."

Mr. Latshaw, speaking on the general subject of "Advertising," quoted authoritative statistics to show that in the whole United States there are but seven million families whose average income, education, and mode of living qualify them as good prospects for nationally advertised goods.

He said that these seven million families are able to speak and write English, have incomes of $600 and over, and dwell under comparatively advanced living conditions.

The speaker emphasized the importance of the woman as the purchasing agent of the home.

Advertising, said Mr. Latshaw, tends to raise the standard of living in the home circle. When a new product, which is obviously an improvement over old products of similar nature, is given publicity in the magazines a new desire is immediately created for that new product. By means of this newcomer a woman's work is lightened; the home life becomes more pleasant; or her family experiences a new sensation; or an economy is introduced into the home. And so advertising of articles of merit is justified.

Waldvogel General Manager Yale & Towne

E. C. Waldvogel has been appointed general manager of the Yale & Towne Manufacturing Company, New York. In addition to the regular duties belonging to the office he will have general supervision of all sales, domestic and foreign.

Mr. Waldvogel has been connected with the Yale & Towne company for eleven years, having filled successively the position of traveling salesman, sales manager and assistant general manager.

Representatives Club Will Have Banquet

The magazine representatives are making plans for their annual banquet to be held Friday evening, January 28, at the Hotel Knickerbocker, New York.

Among the speakers will be: Gerald Stanley Lee, author of "Inspired Millionaires" and "Crowds"; Frank Crowninshield, editor of *Vanity Fair*, who will speak on "Capitalizing Romance"; and Isaac F. Marcosson, who will discuss "War and Business."

In addition to the formal addresses, there will be an "advertising vaudeville."

The name of the advertising art organization of Amsden & Fichtner, Cleveland, has been changed to The Amsden Studios.

POWER

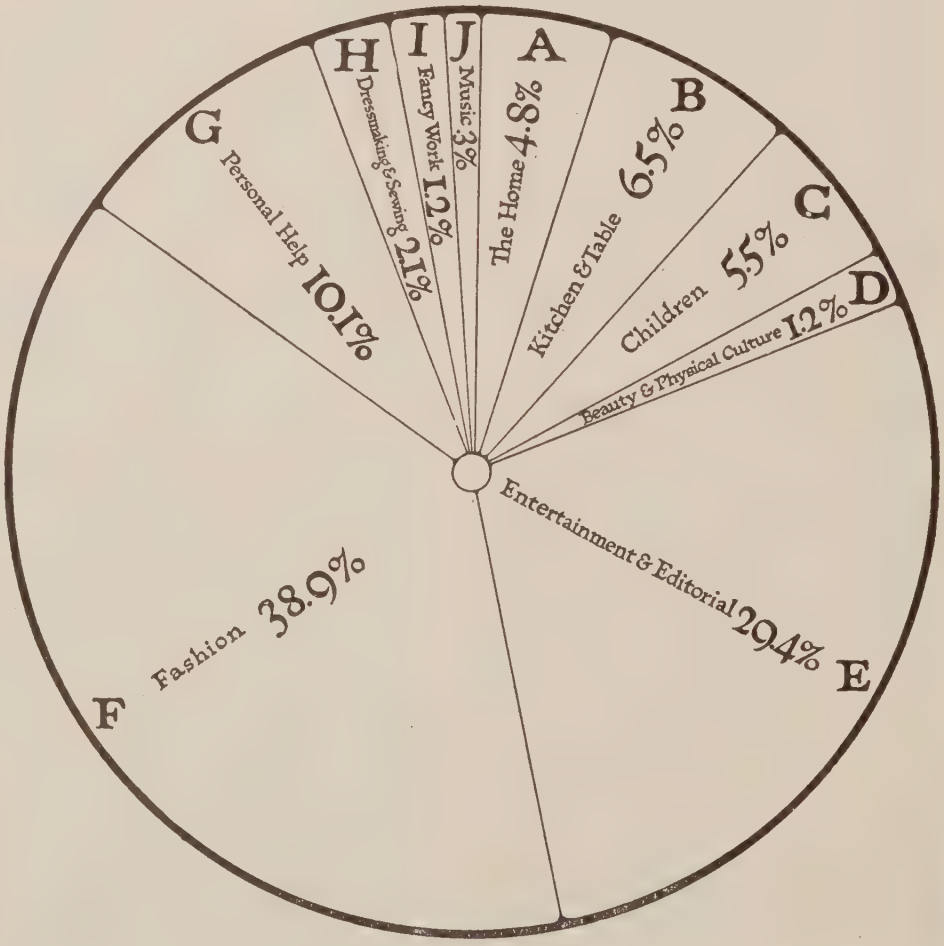
Will Publish
Its Annual

Jobbers Issue
February 29th

Get copy in early to insure proper classification.

Power is one of the five Hill Engineering Weeklies published at Tenth Avenue and 36th Street, New York City. The others are *The Engineering and Mining Journal, Engineering News, American Machinist* and *Coal Age.* All members of the A. B. C.

Analysis of Reading Matter *During 1915 in* *The* Butterick Trio



A—*THE HOME*— Its design, construction, decoration and furnishing; including articles on the garden and home grounds. *Agate Lines,* **49,621**

B—*KITCHEN AND TABLE*— The purchase, preparation and serving of food; furnishing and economical operation of the kitchen; running the laundry efficiently. *Agate Lines,* **67,488**

C—*CHILDREN*— Their physical, mental and moral development, and their amusement. *Agate Lines,* **57,355**

D—*BEAUTY AND PHYSICAL CULTURE*— Care of the complexion, the teeth, the hair; weight reduction and home exercises. *Agate Lines,* **12,660**

E—*ENTERTAINMENT AND EDITORIAL*— Fiction, poetry, editorials and special articles of a news and general nature. *Agate Lines,* **306,147**

F—*FASHION*— The presentation in word and picture of the practical developments in the world of dress; showing the monthly progress of style, in designs which the reader can herself reproduce through Butterick patterns. *Agate Lines,* **404,189**

G—*PERSONAL HELP*— Learning and earning suggestions, etc.; social welfare; gift suggestions; clubs for women and children; social etiquette. *Agate Lines,* **104,687**

H—*DRESSMAKING AND SEWING* Practical aids to proficiency in all kinds of utilitarian needlework *Agate Lines,* **21,600**

I—*FANCY-WORK*— Embroidery; knitting; crocheting, etc. *Agate Lines,* **12,382**

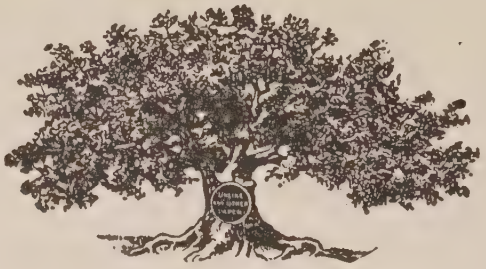
J—*MUSIC AND MUSICAL TOPICS*— *Agate Lines,* **3,125**

Total Entertainment, etc. 306,147 Agate Lines or 29.4%
Total Service Matter . . 733,107 Agate Lines or 70.6%
Total Reading Matter for the Year, 1,039,254 Agate Lines

Butterick

The Delineator
The Woman's Magazine
The Designer

Known to advertising men as The Butterick Trio, with a guaranteed circulation of 1,400,000



Unlike any other paper"

"How Confidence Grew"

A 32-page Book

Here is the new book which tells all about the first beginnings of the "Truth" movement in advertising.

Many of the facts have been presented before, but here in this new book the whole story is assembled—new faces are presented, and some of the old ones dropped.

As everybody knows, The Farm Journal printed the very first "Fair Play" notice — beginning in 1880 and running along very lonesomely until 1897 when other papers got a line.

Many changes have come about in guaranteeing advertising—some papers are dropping their notices, others are making qualifications, others are evading the issue.

To keep up to date you need our new book—

"How Confidence Grew."

This little history, which contains no advertising on behalf of any publication, is free. Ask for your copy and it will be sent. No library of advertising literature is complete without it.

Address the publisher of "How Confidence Grew," Box 1632, Philadelphia.

Department Store Man Tells Why He Accepted or Rejected Window Displays

Principles That Determine Him in His Selection of Successful Candidates

By J. M. Ward Yost

Display Manager of Penn Traffic Co. (Dept. Store), Johnstown, Pa., and Member of Educational Committee, International Association of Display Men.

"WHY have *you* accepted some window displays offered by national advertisers and rejected others?" is the direct question the editor of PRINTERS' INK has asked me.

First let it be said that I am heart and soul for the interests of the store that employs me as display manager. This means that I am trying constantly to think of new ways in which I can help swell the *volume* of my store's sales. I am scouting for ideas all the time, in the store and out. I would rather use a manufacturer's display than not if it will help me increase the store's volume.

Running over in my mind several displays which have been offered us and have never seen the light, I am impressed with the evident lack of understanding of my problem some national advertisers have shown. They know what *they* want. Oh, yes! But they do not seem to know what *I* want.

The manufacturer wants to increase his sales, the display man wants to increase the sales of the store, it does not matter much whether it is a showing of books, shoes, drygoods or some patented article, he will determine which is the most seasonable, which brings in the most profit and that line goes into the window.

To make an effective display of any line of merchandise it must be shown at the psychological time, the time when the public needs and wants it.

FIG. 1—THIS DISPLAY WAS COHESIVE, HAVING THE TRAVEL IDEA AS ITS THEME

So a store may have a half-dozen stereotyped ready-to-set-up displays on hand, all of which are kept on the waiting list and sometimes never get into the window at all. There is probably a different reason for each one of them and some of these reasons will be explained.

A few years ago a large number of mechanical display affairs were shipped from place to place and exhibited for a week or more in each city. They seem to have disappeared and for a very good reason, that the majority of them were worthless.

FIG. 2—THE MANUFACTURER FURNISHED ONLY THE ALVIN GIRL, WHICH BECAME THE CENTER OF AN ATTRACTIVE DISPLAY

The cut-and-dried-outfits I have reference to usually consisted of one or more mechanical figures doing some "stunt" with the article it was trying to advertise. A mechanical display to be effective must bring out the selling points which will create a desire to buy on the part of the prospective customer. This is where most of them fail. They serve to amuse, nothing more.

These affairs are shipped from one city to another, get very dirty, unsightly, often don't work well and sometimes not at all. They are hard to take apart, and when something goes wrong are done for.

About one year ago I made arrangements with an advertiser of fountain pens for a display which I was given to understand was a very good one. It happened to be built for a small window, and, luckily, I had one just the right size. It came in a case especially built for the purpose and was fairly well packed. Of course it was being shipped from city to city and had been on the "road" for some time.

The advertising matter, cards and larger set-piece were very much soiled. About a half-gross of imitation pens with cheap brass points were included, also some trays and other fixtures to hold them.

These pens were about the poorest recommendation of the real article that it would be possible to send out. They were made of wood, were unsightly, and would create any kind of an impression except a favorable one. This display was in place four days, and the results—*not a pen sold.*

From what I have been told this fountain pen is a good one, and we have sold many before and since, but none during the display. This display certainly helped to kill the demand and is only mentioned as an example of what the wrong kind of publicity will do. There are many other displays that are being shipped from place to place that produce similar results.

There is no one in particular to care for these displays. Hence they become very dirty. If they were shipped to the factory every time they were used lost parts could be replaced and dirty ones renewed.

Another type of display is the poster style, as it may be termed from the highly colored material with it. This usually consists of posters, cardboard set-ups, display cards and so on. This highly colored matter may be proper when colors are to be displayed, but for general use it is very unsatisfactory, and many display men will not use it.

Posters generally must be mounted before they can be put in place. This is hard to do properly on account of the folds showing. Good show-cards are always appreciated. Highly colored ones at the best appear cheap, detract from the merchandise and are generally objectionable.

A short time ago a package of display cards, cartoons, posters, etc., came from a hardware specialty manufacturer. It was a showing of night locks. I examined it carefully and was favorably impressed with its qualities.

It was made for a window three feet deep, seven feet long, and high in proportion. My windows are all twenty feet long, seven feet deep and eleven high. This display set up in one of these windows would be "lost." The wording as well as the pictures were connected so as to look right when used together. Hence to scatter them would be to lose the general effect entirely.

Some electric signs of the flasher type have made their ap-

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

pearance from time to time, some being very effective. The value of this class of signs is in the flashing attracting constant attention, but if the sign itself is poor, then it becomes a failure.

A well-known knitting company sent us a small sign of this type, the most unusual one I ever saw. It consisted of a transparent glass on which there was a picture of a raging bull chasing some girls. The girls are shown in the act of getting over with their dresses caught on the fence, thus displaying the trade-marked hose. This sign was funny, I'll concede, but I fail to see where its advertising value came in. It did not reach the window.

Department stores are often asked to make displays of goods sold in almost every small store in the city. Manufacturers know they will get a better showing than in the smaller places and cannot be blamed for wanting it. The display man sees the matter from a different point of view.

To feature this merchandise would be to help every store that handles it. One does not purchase in the central part of the city what can be gotten next door at home. I believe display men generally are loath to make these displays, preferring to show goods which have individuality and cannot be purchased on every block.

There are many points to be considered in getting out display material, and no safe rule can be given for all kinds. Every line of merchandise would have to be treated differently. One of the first requisites is adaptability, so the matter could be used in windows of various sizes.

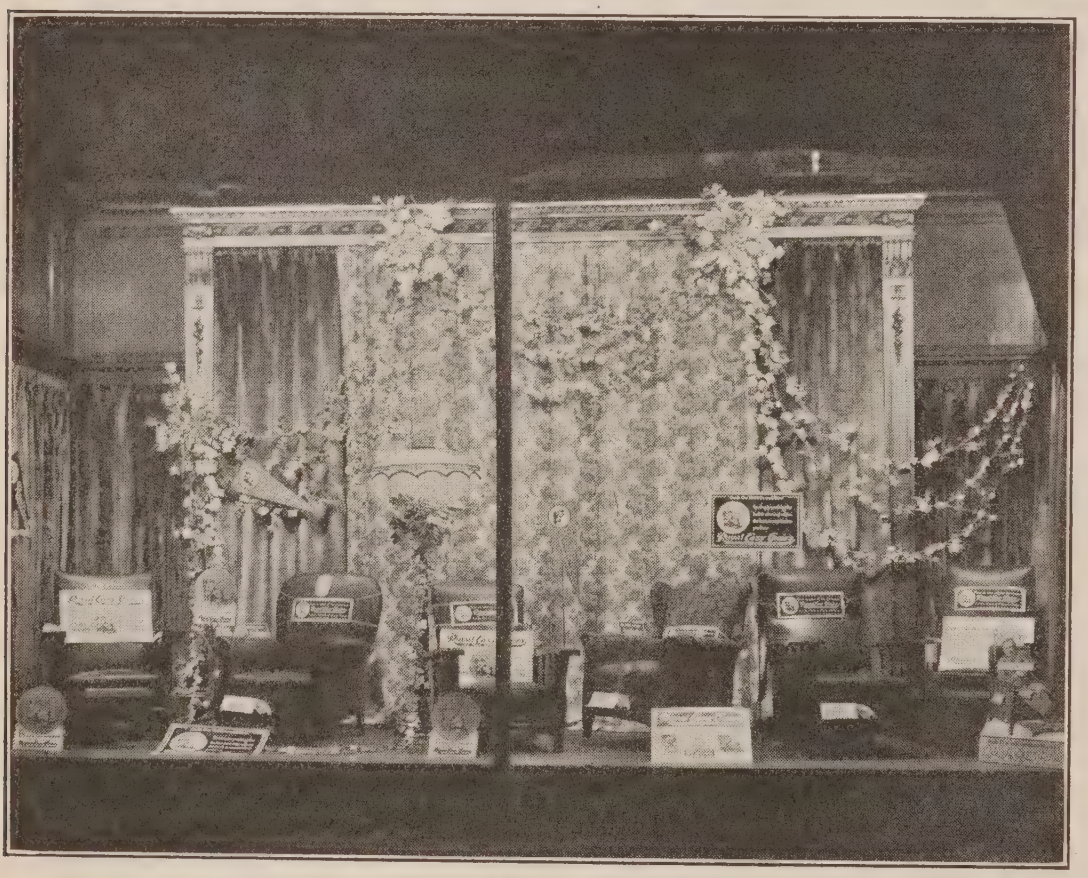


FIG. 3—A WINDOW THAT APPEARED DURING THE MANUFACTURER'S NATIONAL ADVERTISING CAMPAIGN, CONTAINING MANY SIGNS THAT WERE FURNISHED THE STORE

The most successful display I have had the pleasure of using along this line is that put out by the Armstrong Cork Co. It issues a catalogue showing how the display can be put together, and a dozen different displays can be made from it, all equally effective.

The first information necessary to get up displays is the sizes of the windows to be accommodated. This information from a

1916 Has Made Good Already

January 1st, 1915, we had scheduled for *last* year business amounting to $1,010,489—

January 1st, 1916, we had scheduled for *this* year business amounting to $1,194,608—

THE INCREASE IS $184,119, a figure that is especially gratifying in view of the fact that 1915 was Collier's record year.

5¢ *a copy*

Collier's

THE NATIONAL WEEKLY

A. C. G. HAMMESFAHR, *Sales Manager of Advertising*

J. G. JARRETT, *Eastern Manager* J. E. WILLIAMS, *Western Manager*

REPORT ON A MAIL ORDER ADVERTISEMENT IN COLLIER'S

Cost of advertisement $ 450
Replies 1,048
Sales (in 4 months) $4,600

THIS WEEK—JANUARY 22nd
"Is Germany Winning?" by Frederick Palmer. It will interest you.

We take pleasure in announcing the appointment of Mr. A. E. McKinnon to the position of Business Manager of "The Sperry Magazine."

THE SPERRY & HUTCHINSON CO.
THE HAMILTON CORPORATION
Geo. B. Caldwell, *President*
2 West 45th St. New York City

hundred of the best customers gives one an idea of about what is needed. If only one display is to be gotten out, it should be made so as to be adaptable to windows of different sizes.

The man in charge of this department should get the size of the window available, then select the right amount of cards, and other material, include a photograph and his display will, 99 times out of a hundred, get the right attention.

Display matter, like goods, can be shrewdly merchandised.

In addition to the Armstrong linoleum display, we have recently made others which were built upon suggestions derived from manufacturers.

The editor of PRINTERS' INK states that it will be instructive to its readers if I describe just why these displays were acceptable. Cuts of them are shown here.

Fig. 1 is a showing of a display we made for Indestructo trunks. The idea worked out here was to create a desire to travel, hence we endeavored to associate Indestructo trunks with this idea. The map of the world, the picture of a steamship, the name Indestructo connected by a line of time-tables, all helped to create the right impression in order to increase the sale of trunks.

Instead of using printed matter to tell what different receptacles were for, the proper articles were placed in them, which, as a suggestion, is, it seems to me, far stronger than a printed or lettered card.

In fig. 2 is shown another example of where we connected with a national advertising campaign. The only display matter furnished here was the Alvin girl in the centre of the window.

Now, silverware must be considered as a luxury because anything made of it can be purchased much cheaper when it is made of some other metal. With this thought in mind, we worked out the top piece, which was to advertise the name Alvin Silver as well as to create the right impression about the goods. Tasteful grape foliage of cream color with pearl grapes and figures, representing Art, Progress, etc., served to make the right impression. Incidentally, we were more than pleased with the results of this display.

We had three reasons for making the display shown in fig. 3. First, the manufacturer conducted a national advertising campaign. Second, the advertiser sent us good accompanying advertising matter. Third—but least of all—the manufacturer offered prizes for displays. A condition of the prize contest called for six chairs and this accounts for the somewhat crowded appearance of the window.

The cards and other advertising matter sent us were good. They were not over-colored and were of such size and shape that they could be arranged to the best advantage.

These cards lacked one thing—namely, suggestions for the prospective customer as to where these chairs could be used to advantage—whether in the living-room, in the library, in the den or in the office waiting-room. Direct and pointed suggestion is a strong element in making sales in window displays.

Kresge Chain Gains 30 Per Cent

The S. S. Kresge Company, which conducts a chain of five and ten-cent stores throughout the country, reports sales for 1915 amounting to $20,943,300 compared with $16,097,301 the previous year, an increase of more than 30 per cent.

It is estimated that net earnings for the year will be more than $1,600,000, which will be equivalent to about 30 per cent on common stock compared with 20.45 per cent in 1914.

Victor's Special Dividend

The Victor Talking Machine Company has declared a special cash dividend of $10 per share on common stock. This is in addition to the regular quarterly dividend of 5 per cent declared last month.

American Woolen Co. Buys Globe Mills

The Globe Woolen Mills, of Utica, whose resumption of business was announced in PRINTERS' INK last week, have been purchased by the American Woolen Company.

Meeting Mail-order Competition in Farm Papers

Manufacturer Gets Dealers' Support by Advertising Both "Quality" and "Economy" Products in the Same Issues—Either One or the Other Bound to Pull, He Argues

THE Keystone Steel and Wire Company, of Peoria, Ill., which distributes its fencing through retail implement dealers, has long advertised its product as one with which mail-order competition could successfully be met. It is doing some farm-journal advertising to send inquiries to the dealer, and recently worked out a plan in this field which is being strongly emphasized in soliciting the retailers.

It is running two advertisements in the same issues of the farm

THESE TWO ADVERTISEMENTS APPEAR IN THE SAME ISSUES OF FARM PAPERS, TO WIDEN THE APPEAL

papers, one emphasizing the high quality and distinctive features of its "Square Deal" fencing and the other playing up the low price of its "Economy" brand at 12½ cents a rod. The company believes that it is sure to get the interest of the farmer, no matter whether he is looking for exceptional quality or a low price, and thus that the dealer can handle its proposition without regard to the attacks of the catalogue houses on a basis of price.

The new advertising plan is now being described at length in trade-journal advertising reaching the dealers. "Don't Worry About Catalogue Houses" is the heading which gives the key to the announcement.

"This new plan," the company continues, "is getting right down to brass tacks on this big problem of fighting mail-order fence competition. *One* of these ads is *bound* to get the fence-buyer's inquiry, Mr. Dealer. *Every single name*—and we get thousands of them every month—is promptly referred back to some nearby dealer. Can you beat such a plan for grabbing off fencing orders *at a profit* that are now being sent away by mail?"

A specimen page from a farm paper is reproduced with the trade-paper announcement, arrows pointing to the two-inch "quality" and the one-inch "economy" announcement. Land-owners in the former class are also appealed to by the offer of a free "calculator" for use in solving farm problems involving calculations. Both ads are keyed, so that the company has a line on which style of copy is proving most effective.

Board of Commerce Promotes "English First"

During the past week the Committee on Education of the Detroit Board of Commerce conducted an active campaign among the large employers of foreign labor in the interests of the public evening schools, which opened for the second term January 3. Cars were furnished by the Chalmers Motor Company, the Maxwell Motor Car Company, Hupp Motor Car Company and the King Motor Car Company. Handbills in seven languages and large colored posters were delivered to 80 factories, also to the Employers' Association, the Michigan State Free Employment Bureau and the Federal Employment Bureau. Posters in seven languages were distributed to saloons and stores throughout the foreign sections of the city, with the request that they be put in conspicuous places where they could be read by all foreigners coming into the stores.

THE guide* is waiting to conduct you through the February Ladies' Home Journal.

Come along.

And as you go think of 1,675,000 homes—their problems, their interests and their needs.

Then you will appreciate how The Home Journal is making itself indispensable to these 1,675,000 homes.

CURTIS PUBLISHING COMPANY
Independence Square Philadelphia, Pa.

**This way, please*

Some Houses Our Readers Have Built
Page 29

Somebody wanted to know if The Home Journal houses were practical. Here is the answer—pictures of 30 Home Journal homes our readers have built and live in and are proud of. Merely examples of the 30,000 which have been built—more houses than there are in Albany, or Omaha, or Spokane.

These houses represent an investment of $100,000,000. The land and their furnishings mean as much more.

Here you have a basis upon which to estimate the purchasing power of Home Journal readers.

Making a Home of an Apartment
Page 43

The thousands of people who live in apartments have an entirely new set of homemaking problems.

Here again comes The Home Journal with practical suggestions—showing a four-room apartment furnished as it should be, giving the cost of doing it and offering to send a plan, a statement of the cost and the stores where the articles may be bought.

Manufacturers who have found big city distribution difficult have here an avenue into these homes.

The Servant in the House—*Page 65*

The woman who said she had three servants—one going, one working and one coming—didn't live in Los Angeles, Cal.

They have solved the servant question out there with a Maid's Club. The Home Journal tells the story.

There is hope in this achievement for the thousands of housewives who are trying to keep maids as well as hope for the maids they are trying to keep.

Have you a message for the progressive housekeepers in America effecting domestic economies or improving living conditions?

Motionless Pictures That Tell Their Story—*Page 3*

The Home Journal camera again brings in four pages of pictures, telling at a glance the change from the little red school house to the modern institution; a bird city in St. Paul by schoolboys, the beautifying of a city and the trend toward outdoor schools.

Progressiveness portrayed in quick-acting pictures; just the atmosphere for propagating new ideas or expanding sound old ones.

A Page You Might Miss *Page 33*

Have you a 100% stenographer? A[illegible] you long on clerks who are short on selling ability? Then this page is for you as much as for women in business.

The real power of The Home Journal is found in pages like this, which make life different for thousands of women.

Such personal helps create a receptivity that is valuable to you.

A Russian Invasion *Page 19*

Three days after the first performance of the superb Russian Ballet in New York come two beautiful color pages depicting some of the striking poses of the dancers—the exclusive reproduction in color of these bewildering and daring costumes. This is typical of Home Journal timeliness and enterprise.

Readers reflect this spirit and respond to it. This is significant to you.

Helpful Uncle Sam *Page 7*

Did you know the Government is the greatest single force operating in the interest of women and their problems? Neither did we until we looked into it.

The result is a new department which will exploit, each month, some phases of Uncle Sam's wonderful service.

Reader interest held by such practical departments cannot be expressed in circulation figures.

Direct Selling to Retailers Increases Hosiery Advertising

To Protect Trade-marks, Manufacturers Pass by Jobbers

HOSIERY advertising is increasing as a result of the [illegible] of the practice among American hosiery manufacturers of selling direct to retailers. This is a conclusion reached by U. S. Government officials who have lately conducted an investigation of the hosiery and knit-goods industries. "The cost of advertising is a considerable proportion of the total selling expense of some manufacturers that sell to retailers," is a statement made in the report just completed by the investigators of the U. S. Bureau of Foreign and Domestic Commerce, —hence advertising costs are the subject of attention in this report, although it is supposed to deal primarily with cost of production.

Of a total of 73 hosiery and knit-goods establishments that reported to the Department of Commerce in this probe, nine advertise nationally,—"that is, advertise in magazines and papers with a national circulation, other than trade journals." Commenting on the connection between this advertising activity and direct selling to retailers the report continues: "Of these nine manufacturers, six sold 100 per cent of their product to retailers; one sold 98 per cent to retailers, exporting 2 per cent; one sold 50 per cent to retailers and 50 per cent to jobbers; and one did not state to whom he sold."

ADVANTAGES AND DISADVANTAGES WEIGHED

Taking up the general proposition of sales direct to retailers the report summarizes the Governmental finding as follows: "Among hosiery manufacturers there has been in recent years a decided tendency to change from selling to jobbers to selling direct to retailers. This tendency is particularly noticeable among Western manufacturers.

"The manufacturer who sells direct to the retail trade is put to much greater selling expense than would be required to market his goods if he sold to jobbers or through commission houses. Further, he has to manufacture and carry a much more diversified and larger stock of finished goods. He also has to wait longer for his money and undergoes a greater risk of loss through bad accounts.

"On the other hand, the manufacturer who sells to retailers receives higher prices for his goods, and once a line of customers has been established he is more certain to hold them than is the case when he deals with jobbers. Besides making larger profits, the producer who sells to retailers has a greater opportunity for expanding and enlarging his business than one who ties himself up with the jobbers or commission houses.

"The advantages in selling to jobbers or through commission houses are that the manufacturer is relieved of great expense for actual selling and advertising, is not so liable to losses due to bad debts, and has the advantage of knowing ahead just what his business for the year will be. Many jobbers and commission houses will advance money to manufacturers, and this is a distinct advantage to the producer who has limited capital."

Getting down to cold figures, the Federal inquisitors have found that of the aggregate output of the 73 hosiery manufacturers who took Uncle Sam into their confidence, 51 per cent of the total net sales was made to jobbers and 4 per cent was disposed of through commission houses, while nearly 45 per cent went direct to retailers and an insignificant fraction of the total was exported. As for financial returns the report says: "The average manufacturing profit on the net sales of establishments that sold more than 50 per cent to jobbers or through commission houses was 6.56 per cent, and of establishments that sold more than 50 per cent to retailers, 7.18 per cent."

That the profits of the direct-to-

retailers plan are not even greater is explained as follows: "One reason why some hosiery manufacturers have not been prosperous during recent years is on account of the large initial expense of changing from selling to jobbers to selling to retailers. In the process of building up a trade with retailers an establishment incurs large expense, and therefore it may have small profits or perhaps losses, in the beginning, but after it has established a trade with retailers its profits may be greater than they were when the larger part of its product was sold to jobbers."

Interesting as is the information that has come from the hosiery manufactories visited by the agents of the Department of Commerce, it would be misleading to present this as absolutely conclusive in the sense that every source of production is covered. The 73 hosiery manufacturers that supplied Uncle Sam with facts include both large and small operators and their aggregate sales foot up $27,000,000 a year, but it should be noted that there was absolute refusal to give Uncle Sam information on the part of 24 manufacturers, 15 of whom were located in Philadelphia—a center of the cotton-hosiery industry and headquarters of the National Association of Hosiery and Underwear Manufacturers. At the 1914 convention of this body opposition developed to the investigation, but in the end, for all that 24 manufacturers refused to furnish data, the request of the Government was complied with by 36 members of the association who manufacture hosiery and by 14 members who make knit underwear.

MORE STOCKINGS WORN NOW

That there is in the United States one hosiery manufactory that has net sales of nearly $2,500,000 per year is perhaps not to be wondered at when we learn from this most recent Government report that the production and consumption of hosiery is increasing much more rapidly than the population. Indeed, during the last decade for which figures are available the production of hosiery increased 110 per cent in volume or quantity and 150 per cent in value while the population was increasing 21 per cent. In other words, consumption jumped in ten years from four pairs per capita to eight pairs per capita.

In studying profits in the hosiery industry the Government probers, using only figures obtained direct from the books of manufacturers, obtained evidence that the most profitable branch of the industry is that engaged in the production of full-fashioned or full-fashioned and seamless hosiery of silk or cotton. Here the average percentage of profit is 15½ per cent on the capital employed in the business and nearly 9 per cent on net sales.

An interesting phase of the sales situation is disclosed as follows: "A long-established custom compels retailers to sell hosiery at fixed prices—25 cents, 50 cents, $1, etc. The public, educated to these prices, looks with suspicion on odd-priced goods. The standard retail prices are a great handicap to the manufacturer. He must always figure his cost of production with these fixed retail prices in view.

"During recent years the expenses of retailers for rent, salaries, advertising and delivery have largely increased," says the Federal report. "Not being able to increase the prices at which hosiery is sold, retailers must purchase goods cheaper than they formerly did. The jobber who sells to the retailer must, to make his former profit, sell cheaper than he did formerly, and therefore must buy cheaper from the manufacturer. But the cost of manufacturing has been increased by the higher cost of labor and materials, by the demand for finer goods, by the necessity for constantly purchasing machinery and by the enactment of workingmen's compensation acts and stricter child-labor laws. While the expenses of manufacturers have thus largely increased, they are compelled to sell goods cheaper than formerly. This condition leads to cut-throat competition among them. Many of them believe that they would be greatly benefited

Probably the kind of periodical that can sell stocks and bonds, farm mortgages and other investments so profitably for these forty-five firms can sell your products:

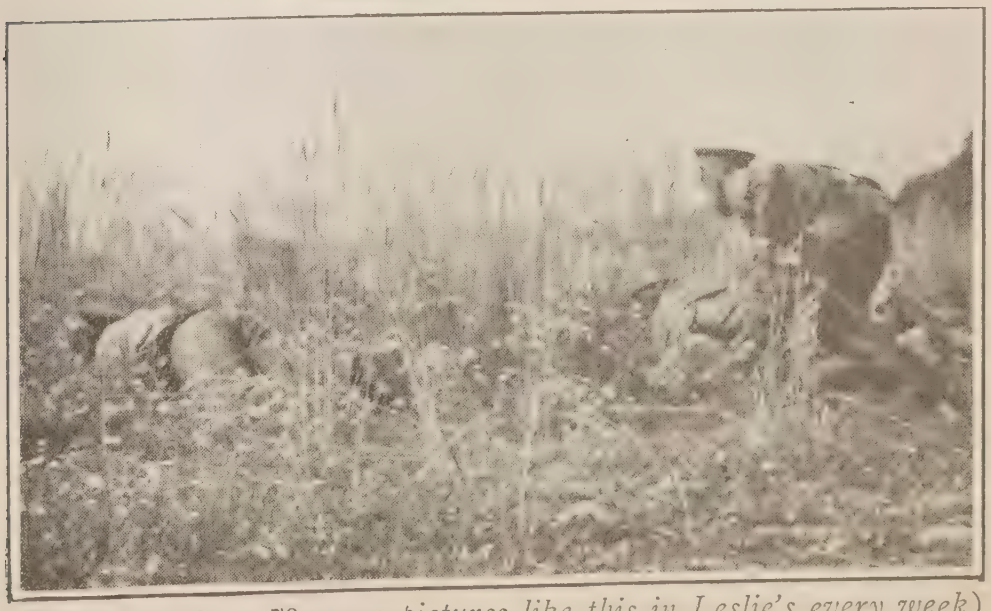
American Real Estate Co.
American Trust Co.
Aurelius-Swanson Co.
Babson Statistical Organization
H. Bachman & Co.
Baruch Bros.
Beyer & Co.
A. H. Bickmore & Co.
P. W. Brooks & Co.
E. Bunge & Co.
Geo. H. Burr & Co.
Carpenter & McClave
Citizens Savings & Trust Co.
Commercial Security Co.
Covert Abstract Co.
Degener & Burke
Harold Dickerson & Co.
Gilbert Eliott & Co.
N. W. Halsey & Co.
Harris Winthrop & Co.
Industrial Bldg. & Loan Assn.
Keane, Zayas & Potts
L. R. Latrobe
A. B. Leach & Co.
Chas. E. Lewis & Co.
Liggett Hichborn & Co.
Chas. E. Merrill & Co.
Motion Picture Securities Co.
John Muir & Co.
New First National Bank
Parmelee & Co.
Perkins & Co.
Pioneer Trust Co.
Renskorf, Lyon & Co.
Wm. Ritchie
Salt Lake Security & Trust Co.
Sessions Loan & Trust Co.
Sheldon Morgan Co.
Slattery & Co.
Spencer Trask & Co.
S. W. Straus & Co.
Tefft & Co.
U. S. Trust & Savings Bank
Walter L. Williamson
Williams, Dunbar & Coleman

That the people in Leslie's 413,000* better-than-average homes have money to *spend,* is perhaps best shown by the amounts they have left to *invest.*

* *net paid*

Leslie's

Illustrated Weekly Newspaper



(*There are* 60 *or* 70 *news pictures like this in Leslie's every week*)

if hosiery were retailed at odd amounts."

The part advertising now plays in the selling of hosiery may be figured from one interesting table of statistics included in the report fresh from the press. This table shows that the average annual net sales of each of the 73 establishments reporting is in the neighborhood of $370,000. Charged over against this is an average selling expense of nearly $31,000. In this allowance for selling there is allotted the sum of $6,000 for advertising—an appropriation far above every other sales item except the one of "commission and expenses," which has more than $15,000 charged to it.

ADVERTISING AND SELLING COSTS COMPARED

This analysis of advertising investment covers, it will be understood, all the various establishments, large and small, making all kinds of hosiery. We get a very different result if we follow the trail of advertising expense into the various specialized spheres of the industry. For example, we find that nine manufacturers of seamless cotton and silk hosiery located in the West each invested on an average for advertising each year a sum close to $29,000, or more than one-third more than they expend for commissions, etc. Another group of manufacturers has an average annual advertising appropriation of close to $8,000 each. To pull the general average down to the $6,000 above specified as the figure for all manufacturers there are the meagre appropriations of some producers who invest only a few hundred dollars a year in advertising. It may be of interest to note that the heavier advertisers of hosiery, the firms that invest on an average $29,000 a year, are laying out for advertising almost as much as they devote to all other selling expenses combined, including salaries, wages, rent of show and shipping rooms, fire insurance, packing-cases, cartage, etc.

Apropos the effect of hosiery branding upon advertising, the Government report says: "About 20 years ago a large Chicago retail store introduced the idea of branding their goods, and recently, since advertising has become so important a factor in selling, many jobbers have adopted trade-marks which they advertise not only to the trade, but to the general public as well. One of the largest jobbing houses in the United States has its hosiery made in about 20 different factories and requires them to put its trade-mark on all these goods. The buying public is supposedly buying a standard product, but stockings made in different factories differ in quality. This method necessarily results in the manufacturer's identity being lost. He will not advertise, for he cannot put his trade-mark on the goods.

"The branding of hosiery has resulted in a material change in selling methods. Large manufacturers are gradually giving up selling to jobbers and are devoting their attention to selling to the retail trade exclusively. By selling to retailers they can advertise their own trade-marks and the public can be benefited by being able to buy standardized products. The public will be benefited, inasmuch as the manufacturer's obligations under such a selling system will not end with the selling of the goods to the jobber. A brand being well known means that if the hosiery does not give satisfactory wear the manufacturer gets the blame and not the retailer. Therefore it is to the interest of the manufacturer who turns out branded hosiery to make his product conform to as high a standard as possible."

Sigwalt With American Optical Co.

H. P. Sigwalt has joined the American Optical Company, Southbridge, Mass., as assistant advertising manager. He was formerly advertising manager of the Federal Motor Truck Company, Detroit.

Frank Buckhout With Atlas

Frank Buckhout has become associated with the Atlas Advertising Agency, Inc., New York. For the past 15 years he has been connected with the advertising department of the New York *Evening Mail*, and for the last two years he has been in charge of that department.

The New York American extends its congratulations to Automobile Manufacturers and Dealers upon the great success of their annual show and upon the unusually striking, frank and intelligent advertising they did in the newspapers.

If anything were needed to give the public a very pointed and strikingly impressive demonstration as to the advance advertising has made in recent years, the automobile copy printed in the New York newspapers during the Annual Automobile Show furnished it.

No body of business men representing one industry ever before showed such unanimity in the general character of the advertising copy used.

It was a real treat to read the automobile advertisements—

1st: Because of their news interest;
2d: Because of the valuable information they contained;
3d: Because they were attractively displayed;
4th: Because they all aimed to impress upon us the greatness of the Automobile Industry as a whole, and did it;
5th: Because in presenting the claims of individual cars no attempt was made to decry the merits of other cars.

All of the advertisements dignified the entire Automobile Industry and they dignified advertising, thus winning public approval and public confidence—and, incidentally, inducing more buying of cars at this Automobile Show than were ever sold at any previous Annual Show.

The NEW YORK AMERICAN wishes to express its appreciation of the very big share of advertising printed in its columns by automobile manufacturers and dealers—more than 95 per cent of whom showed by the space they gave and the money they paid for it, their appreciation of the value of the readers of the paper in sustaining and expanding their industry in the New York territory.

The NEW YORK AMERICAN kept its promises to cooperate with Automobile manufacturers and dealers in making their Annual Show a success, for its representatives were in evidence everywhere, showing their interest and expressing that interest in the news columns in the same dignified, constructive manner that characterized the business announcements in the advertising columns.

The NEW YORK AMERICAN can always be relied upon to stand back of its readers and its advertisers.

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

DAILY AND SUNDAY

Member Audit Bureau of Circulations

Fancy Versus Facts

It is easy to fancy your readers running round in limousine cars, robed in furs and fine silks, with a bundle of currency in either hand ready to buy whatsoever they may wish.

But it is difficult to prove fancy—fact.

It is quite natural to fancy that your readers are *aching* to buy advertised articles of whatever kind or price—

But quite difficult to prove your readers are where the *goods* are *located* and with the *ache to purchase* which Fancy says exists.

Facts and facts alone should weigh in the selection of an advertising medium. Therefore *Facts* are the backbone and the body of our advertising story.

Hearst's has in excess of 550,000 circulation (562,-119 ordered for February).

It is not a fancy when we say 80% of our circulation is purchased because people want Hearst's. It is a fact that 80% of our circulation is purchased voluntarily from the newsdealer at 15c per copy.

When we tell an automobile advertiser that 35% of our direct subscribers in six states own automobiles, it is not *fancy* but *fact*.

Just that percentage paid a state tax for the numbers they carried on their cars during 1915 and the records of the states prove it so.

It is not fancy when we say most of our circulation is in the territory where most advertisers find their distribution best—our circulation facts prove it so.

We do not permit our fancies to exceed the facts.

Every salesman in our advertising department is instructed to "stick to facts" and that is the one big reason for the gain of more than 13,000 lines in our February issue.

It is fact that at this moment Hearst's is selling a greater quantity of good circulation at a lower rate per thousand of circulation than any other general monthly magazine:

That no other magazine excels it in fiction, features and illustrations—based on the market value of the material purchased:

That no other magazine has equaled it in circulation growth during the last twelve months.

Forms for March Issue Close January 31st
February Print Order 562,119 Copies

Hearst's Magazine

119 W. 40th Street
New York

1024 Hearst Building
Chicago, Ill.

Member Audit Bureau of Circulations

ONE YEAR'S GROWTH

CIRCULATION

The circulation of The Chicago Daily News in 1915—with comparisons of the daily average for each month with 1914—was as follows:

	1915	1914	Gain	Loss
January . . .	405,359	362,972	42,387	
February . . .	415,897	368,496	47,401	
March	413,675	375,770	37,905	
April	410,784	390,974	19,810	
May	402,105	373,485	28,620	
June	407,287	367,038	40,249	
July	407,885	365,753	42,132	
August	403,355	403,071	284	
September . .	400,833	403,593		2,760
October . . .	409,210	406,090	3,120	
November . . .	416,114	411,561	4,553	
December . . .	413,695	401,342	12,353	
Year	408,808	385,857	22,951	

ADVERTISING

The Daily News published the following number of columns of advertising in 1914 and 1915:

Display Cols.	Classified Cols.	Total Advertising Cols.
1915, 24,036.13	1915, 13,395.86	1915, 37,431.99
1914, 22,710.71	1914, 13,110.15	1914, 35,820.86
Gain, 1,325.42	Gain, 285.71	Gain, 1,611.13

In both circulation and advertising the figures for 1915 break all records in the paper's 40 years' history.

A Famous Price-cutter Explains His Reasons Why

James O'Donnell, the Washington, D. C., Druggist, Takes a PRINTERS' INK Representative into His Confidence

[EDITORIAL NOTE—Some time since, it will be remembered, Mr. O'Donnell won the decision in the Sanatogen case before the United States Supreme Court. He is fighting other firms in court now. His frank statement in the following article will at least serve to show manufacturers the calibre of the opposition to price-maintenance legislation.]

TO readers who know anything of his business in Washington, D. C., it may come as something of a surprise to find James O'Donnell taking issue with the business methods of the drug "chains," because the popular impression is that Mr. O'Donnell is a dyed-in-the-wool chain operator. As a matter of fact he has his own chain of three large retail drug stores in the national capital, and it might be termed "a chain within a chain" since the O'Donnell establishments are "Rexall stores," and have had a certain affiliation with United Drug interests.

Yet, Mr. O'Donnell is not a believer in the big chain; says that he would be just as well satisfied if he had one store instead of three; and persists in declaring that his viewpoint is that of the large independent retailer. All of which, no less than his price-cutting propensities, may render of interest to advertisers in general the viewpoint and policies of this militant price-cutter who is now at daggers' points in the courts with the Beech Nut company and the makers of "Big Ben" clocks, even as he has been embroiled in the past with the Gillette razor people and a number of others.

NOT LOOKING FOR A "FIGHT"

The quarrel of Druggist O'Donnell with the manufacturers is almost solely one of wholesale price concessions. It is not meant to insinuate that the O'Donnell price-cutting is done solely in retaliation for alleged price-discrimination. His use of cut-rate leaders is resorted to frankly and regularly in order to stimulate sales, but his contention is that the wishes of the manufacturer who does not wish to have his prices cut will be respected if that manufacturer is absolutely "square" with the retailers. In proof of this he points to his own relations with the Colgate concern, which he terms "the finest firm in the United States to do business with." O'Donnell sells about $7,000 worth of Colgate products per year, but for all that he claims that they have never asked him to maintain their fixed prices, and he has made no promises to do so. He has never made a cut on Colgate, simply because he has absolute confidence that he is getting as favorable terms as anybody else.

"It is not that I object to quantity discounts," said Mr. O'Donnell; "on the contrary, I believe in them. Nor do I care a rap at what figure a manufacturer places the order limit to entitle the purchaser to the best quantity discount. If I cannot make a large enough purchase to entitle me to such discount I will never complain, but what I do object to is the manufacturer secretly or openly making concessions to chains of stores. I am doing to-day, in my principal store, a larger business than is transacted by any other store in the United States handling a straight line of drug-store goods. I believe there are certain stores that show a larger turnover, but they handle glassware, crockery and other goods not entitled to place in a drug stock.

"Similarly, I pay all bills within ten days, which fact as well as volume of purchases entitles me, I believe, to the most favorable terms and yet I know that it is or has been the custom of the proprietors of certain chains of stores to demand from manufacturers all sorts of credit conces-

sions, such as long time, etc.

"It has been interesting to me to note recently a marked tendency on the part of manufacturers to lower the limit of requirements for quantity discounts. To-day, there is scarcely a firm in our line that requires a purchase of more than a five-gross lot to entitle the purchaser to the best discount, and many concerns have placed the limit at one gross. To show the trend, I may mention that with the opening of 1916 the requirement on Listerine purchases was lowered from $500 to $60."

LARGE RETAILERS ON PLANE OF JOBBER

Any reader with half an eye can see where the O'Donnell argument leads,—to the placing of the big retailer on the same plane as the jobber in the eyes of the manufacturer. "I sell more goods than any wholesaler in my territory," says this Washington druggist, "why should I not have as favorable prices from the manufacturer?

"Manufacturers are coming to it rapidly. Indeed, for all the denials and protestations that are made on the subject, I know of only two firms in the United States, Eli Lilly and Sharp & Dohme, that will not make as favorable terms to the large retailer as they will to any jobber. If the manufacturer will not make the concession to the large retailer the jobber himself will. Any jobber will to-day divide profits with me. If he gets a discount of ten per cent he gives me five. If he gets fifteen per cent he gives me ten. He does business with me at a loss, inasmuch as it costs the average jobber ten to twelve per cent to do business, and one wholesale house with which I am familiar, and which I expect will go into bankruptcy within the next month, has, for a long time past expended fourteen per cent in doing business.

"Why does the jobber willingly split profits with me, even if he is seemingly a loser thereby? He does it to get volume of business and obtain quantity discounts that he could never take advantage of if his operations were restricted to supplying small retailers."

"By the way, what do you think of the future of the jobber?"

"The jobber," replied Mr. O'Donnell, "may not entirely disappear, but in my opinion there will be room henceforth for only two classes of wholesalers—the very large operators and the very small jobbers. The former will get their business by supplying the big stores with "shorts," whereas the little jobbers will serve the small retailers, notably the modest establishments of the Greeks and other foreigners. It is my belief that the big retailer is wasting money if he does business with the jobbers; he must deal directly with the manufacturer if he would overcome his high 'overhead.' But I realize that the small retailer must always deal through a jobber. If he undertakes to deal direct with the manufacturer there is the constant temptation to overstock that will break him."

Apropos his remark regarding the operating expenses of the large retailer Mr. O'Donnell was asked what it costs him to do business. His reply was, "Between 22 and 23 per cent." This is based on the showing for the year 1915 in Mr. O'Donnell's main store, located at an important street railway junction-point on the main shopping thoroughfare at the national capital. This store, which has been established eleven years, did a business in 1915 amounting to $390,547, as compared with sales in 1914 amounting to $376,000. At that Mr. O'Donnell figures that he has the best of the chain-store operators because he claims that in many chain drug stores the cost of doing business is 38 to 40 per cent. Conversely he argues that the corner druggist in the residential district can never be driven out of business because the small druggist, doing a business of say $50 a day, ought to be able to operate at an expense of only 10 or 12 per cent. Speaking of chain stores, just a little story of what happens when Greek meets Greek. A couple of years ago Riker-Hegeman opened a

store about a block from the principal O'Donnell store and started off by slashing prices on articles that had been used as leaders at the rival establishment. Quietly, Mr. O'Donnell went to the Riker-Hegeman manager and said, "If you start a price-cutting campaign, I will not merely meet it, I'll beat it"—and they have lived happily ever since.

Getting back, in his discussion for PRINTERS' INK, to the subject of the jobbers, Mr. O'Donnell touched upon the propensity of many jobbers to seek salvation in private brands. "They are merely putting off the evil day," was the druggist's comment, "because the average jobber will not take a private brand seriously enough to protect it the way a bona-fide manufacturer will." Pursuit of this subject brought out the fact that O'Donnell, for all that he has rather exceptional opportunities, shows no disposition to plunge on private brands. He has two or three,—one of which he claims pays him $10,000 a year,—but he shows no disposition to increase the number. Plainly the nationally advertised article is meat and drink to him and he uses the private brand only as a club for the obdurate manufacturer, as, for example, when there was a falling out over terms on Wyeth's "Sage and Sulphur" and O'Donnell put in his own "Sago Sage."

This brings us, in natural sequence, to the attitude of this well-known price-cutter with respect to advertised and price-fixed goods. Ten minutes' conversation with O'Donnell will, I think, demonstrate that this druggist is by no means to be classed as an unthinking, imitative cut-rate artist. Price-cutting is a fixed and studied business policy to which he has adhered ever since he opened his first store. One vital point is overlooked by many of O'Donnell's critics—his price-cutting is not confined, as in the case of many another merchant, merely to leaders, but extends to staples and unbranded articles as well. His advertising slogan, in use for nearly a dozen years, is "No matter what you pay, O'Donnell will sell it for less." "Doesn't that get you into trouble," the interviewer asked, "with customers when a competitor meets your cut price?" "Oh, no," was the rejoinder, "we always stand ready to knock off a cent or two under such circumstances in order to make good our motto. And time and again a clerk has come to me and said, for instance, 'Did we advertise Hind's Honey and Almond Cream to-day at 29 cents?' but whether we did or not I always tell the clerk to let them have it at the cut price mentioned if we have ever quoted that price."

PRICE-CUTTING AND THE NATIONAL ADVERTISER

"Frankly, Mr. O'Donnell, how do you regard price-cutting in its effect upon the manufacturer and his nationally advertised goods?"

"It is both good and bad. It is good in that it unquestionably stimulates demand. It is bad in that it encourages substitution. However, I believe that the substitution evil is on the wane in drug stores. You notice that efforts at substitution have been abandoned in many chain stores where it was once the regular practice. I have never tolerated it in any of my stores. When a customer asks for an article by name we unhesitatingly hand out that article, or, if we do not have it in stock, we tell him so and make no effort to induce him to take something 'equally as good.'

"I know, too, that it is the claim of some supporters of the Stevens bill that the cut-rate merchant makes up for his narrow profits on trade-marked articles by selling inferior staples or unbranded articles at a higher price. That may be true of the chain stores, but it has certainly never been my policy. Take witch hazel, for example. I sell a barrel of witch hazel per week in my principal store and I sell it at a cut price of 15 cents per pint, as compared with 25 cents charged in most drug stores (including the chain stores), but never since I have been in business have we dispensed anything but the best grade of witch hazel—the product of

Dickinson or the Pond's Extract people.

"Another fallacy which I would like to puncture is that the cut-rate druggist can be counted upon to drop an advertised article the minute that he has extracted from it all its advertising value as a leader. Certainly nothing of that kind has been done in my stores. Some few articles we have had to cut out for one reason or another, but I am to-day selling quantities of various articles that I advertised at a cut price the day I went into business.

"While I firmly believe in the cut price because I believe it stimulates demand, I favor only a moderate cut. I recognize that too much of a cut will kill an article. How do I know that cut prices not only increase sales in my stores but stimulate demand generally? I know it by such experiences as we had with Old Dutch Cleanser. We formerly sold a carload of Old Dutch Cleanser per week, and when, owing to the objection to price-cutting, we ceased pushing it, the consumption of that article in this territory dropped 80 per cent.

TREATMENT OF A "FAIR" MANUFACTURER

"Yet more convincing is the experience we are having just now with Wrigley's Gum. For years we have sold all chewing-gums —we carry no cheap goods, but only the well-known advertised brands—at two packages for five cents. A few weeks ago Mr. Wrigley came down here and asked me to raise the price on his gum. He did not object, apparently, to a certain amount of cutting, but he contended that a price as low as we had been making hurt his trade in other quarters. Well, the Wrigley concern had always treated us well and we wished to be decent, and so we promptly advanced the price to three packages for 10 cents, although, as a matter of fact, I would rather have lost $2,000 than make that advance over long-established custom. At the same time we continued our two-for-five-cents price on other gums, although absolutely no effort has been made at substitution or to influence customers. All brands are given equal display, but whereas prior to the advance we were selling a case of Wrigley's gum per week—our sales of Wrigley's in 1914 amounting to $14,000—since the advance the consumption of Wrigley's has dropped 66⅔ per cent and the sales of Adams' Gum have increased proportionately."

In this comment by Mr. O'Donnell on the Wrigley situation we find the kernel of the matter—this druggist's belief that the average manufacturer does not object to price-cutting if it expands his sales so long as the cuts are not too deep. "Many of the manufacturers who make the most emphatic protests," says O'Donnell, "are simply bluffing. They are playing to the galleries. I have had manufacturers admit to me that they were carrying water on both shoulders, to use their own words, in this matter of price-maintenance. And, on the other hand, there are manufacturers who are heavy advertisers who do not care a fig about price-cutting, so long as they get the business. While I have never advertised the fact, I have always sold Cuticura Soap at 18 cents, and I have never had any complaint from the makers. I do not believe the average manufacturer harbors any resentment against the retailer who cuts prices. I have had no dealings with the Sanatogen people since the decision in the Supreme Court, but Gillette sent me a gold razor after I beat him in court, and the Durham-Duplex concern sell me goods just as if I never collected $10,000 damages from them."

Knowing that he holds to this cynical belief regarding the real attitude of the average manufacturer with respect to price-cutting, it is a little easier to understand the buying policy pursued by Druggist O'Donnell and which must prove a mystery to many a manufacturer who encounters it for the first time. This policy

Buy Your Paper As You Do Your Space

Bermingham & Seaman offer you the same service in buying paper, as your agency does in buying space. We place at your disposal an organization of experienced men whose incomes depend on their ability to help you get the best results in buying paper. They will not try to sell you one brand to the exclusion of another.

We furnish paper for any advertising purpose, yet you deal with only one firm. Our service is nationwide. We have offices in every advertising center. We are the largest organization of our kind in the country, disposing of the entire output of a number of the biggest mills.

Try out our service on your next booklet, catalogue, circular or house-organ. Although we supply many of the largest printers, advertisers, publishers and mail-order houses, no order is too small to receive our painstaking attention. Suggestions, dummies and samples cheerfully and promptly furnished.

BERMINGHAM & SEAMAN COMPANY

Radium Folding Enamel—Samson Offset Opacity—Crystal Enamel—Advance Bond —Elite Enamel—and other leading brands

Tribune Building, Chicago

St. Louis Minneapolis New York City Milwaukee Buffalo Detroit

Reproduction of the Emerson-Brantingham double-page sp ead in the January issue of Successful Farming.

How the E. B. Line Is Standardized

The Emerson-Brantingham Implement Company use *Successful Farming* to "standardize" their line in the Corn Belt.

For sixty-four years they have been manufacturing farm machinery. In their line is now found most of the important implements and vehicles found on the larger farms—tractors, plows, mowers, drills, threshers, wagons, buggies, gasoline engines, etc.

Emerson-Brantingham's trademark appears in a prominent place on each machine as a guarantee of quality. This, coupled with its frequent appearance in *Successful Farming* and other good farm papers, keeps the line constantly before the farmers in all parts of the United States. The advertising points out that this trademark means much to the farmer; that when he has occasion to select implements to save money, to lighten labor, or to speed up work on the farm he can turn to any of those bearing the Emerson-Brantingham trademark, with the assurance that they will be satisfactory.

The value of *Successful Farming* for such extensive promotion work as is carried on by this company is being appreciated more fully every month—and, as a natural result, its advertising volume is going up at an exceedingly fast rate. Last year, in its February issue, it enjoyed an increase of nearly 40 per cent—an unusually big one for a well-established publication; yet this year it still further increased almost as many lines as were gained last year. In other words, its February volume this year is in excess of 36,000 lines, as against 30,000 last year and 22,000 the year before. You will see, therefore, that the February, 1916, issue

almost doubled the February, 1914, volume, although the February issue is the biggest in the year. Other numbers of *Successful Farming* are showing about the same increases.

The map below will show why Emerson-Brantingham use *Successful Farming* so heavily—it covers their best territory. Improved land means plowed land. Considerably more than half of all the plowed land in the United States is in the Heart territory.

This looks as if there is a big opportunity for increased business in this wealth-producing territory for you. Would you like to study it?

For the benefit of advertisers like you, who want facts accurately and graphically presented, for not only the "heart zone," but for the whole United States, we have compiled a set of Definite Data Maps, which comprise a thorough analysis of the buying power of the American farmer and the best methods of distribution to reach him.

No matter what your problem is, if it concerns farm-paper advertising, these maps will probably solve it. Please let us know what it is, and we will try to serve you.

E. T. MEREDITH
Publisher

Members A. B. C.

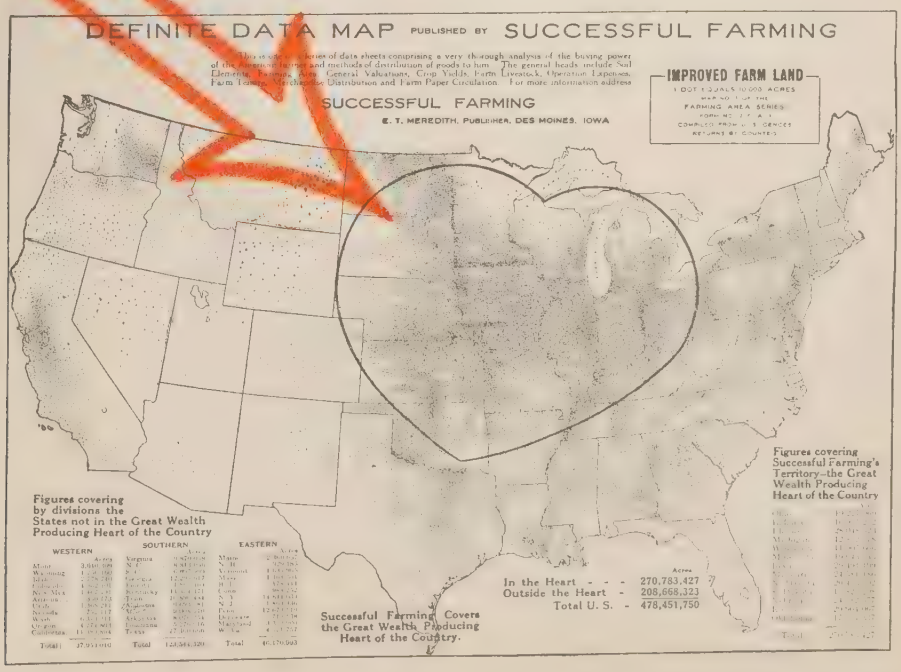
Covers the great wealth-producing Heart of the country

Successful Farming

DES MOINES, IOWA

Chicago Office
1119 Advertising Building

New York Office
1 Madison Avenue



A Definite Data Map on Improved Farm Land. One dot represents 10,000 acres of land that is actually farmed.

is summed up in the bland declaration of the price-cutter, "I will, when ordering goods, sign any contract that is presented to me dealing with price-fixing. My belief is that all such contracts are illegal. If a manufacturer wishes me to sign such a contract, as many a one does, merely to save his face with other customers, and with no intention of attempting to enforce the contract, well and good.

"But if the manufacturer really attempts to enforce such a contract I stand ready to carry the case into court or take it before the Federal Trade Commission, as I have recently done with respect to the demands of the marketers of Pluto Water and Laxative Bromo Quinine. My customary procedure when a manufacturer refuses to pay a rebate because of price-cutting is to simply place another order for the same goods and then deduct from the payment for that order not only the rebate due on that order but likewise the unpaid rebate for the earlier order. Sometimes we come precious near going into court over the question, but more often the manufacturer accepts the situation, as did the Freeman Perfume Company, of Cincinnati, which concern wrote me on December 22, 1915, after a year of dispute: 'Our legal friends tell us that you are in the right. We are not looking for any trouble and want to do what is right. We also know that you have a place for a large output of our powder, which, of course, we want to sell.' I am getting my rebates on Cascarets and other products without any question."

That price-cutting has paid in the case of O'Donnell must be admitted. His newest store, which he purchased at a bankruptcy sale for a consideration of $2,000, was doing, when he acquired it in 1912, a business of $21 per day. In 1914 that store did $61,048, and in 1915, despite a change of location, the receipts were $79,783—average daily sales of $218.59.

It has already been disclosed that O'Donnell is no enthusiast on private brands. He likewise jolts expectations in other directions. For example, he is opposed to the "free deal," although he has profited by the system above every other man in his territory. Speaking of a recent free deal on Dioxogen he remarked: "The system once started is mighty hard to get away from." Similarly, this druggist does not believe in the insertion of the names of local retailers in newspaper advertising, although here again he is a heavy winner, because many manufacturers insert O'Donnell's name to the exclusion of those of all other retailers in his district. "If I were a manufacturer I would not put in anybody's name," was his comment.

Advertisers may be interested in one experiment which Mr. O'Donnell recently made. In addition to his regular chain he owns a drug store located directly across the street from his principal store, this extra establishment, which he bought in at receiver's sale, not being operated under his name. "I had often heard," said the druggist, "the stories of how John Smith does the advertising and Sam Jones, across the street, reaps the benefit. After we got hold of the store across the street I was able to sense the situation. I found that on days when we do our heaviest advertising (Mondays and Thursdays) and when our receipts at the main store are running $1,500 or $1,600 for the day, the receipts across the street, instead of remaining normal, invariably show a falling off of approximately 10 per cent."

Turner Agency Incorporates

The Turner Advertising Company, Chicago, has been incorporated under the laws of the State of Illinois with the following officers: President, James H. Turner; vice-president, Harry W. Armstrong; secretary, Arthur A. Gluck. Hartley Robinson, formerly with the *American Motorist*, has joined this agency as head of the promotion department.

To Represent "National Sportsman" in West

Cole & Freer, Chicago, have been appointed Western representatives of the *National Sportsman*, Boston.

"Quality Folks"

Some Plain Facts About "Quality Circulation"—2

N certain rural sections
habit of referring to the
of the community as "Q

Unfortunately, these we
plied, for often enough
ness or vulgar display, mistaken by

Genuine "Quality" is a virtue no
in manufactured products—in news

"Quality" is based upon the subst
Good Taste, Honesty, Courtesy, C

In many cases these attributes are to be fo
surroundings. But how long, think you, ca
heirlooms of character remain in the valley?

Philadelphia is fortunate in possessing tho
coming into, that real, "Quality" class which
of Character, is giving to the city an ever-incr

To such "Quality" circulation, no less th
honored it for years, the Public Ledger daily

PUBLIC

Price T

ere developed after the Civil War a
more wealthy or exclusive members
ality Folks."

not always all that the name im-
ch families were given to snobbish-
he untutored mind for "Quality."

difficult to determine, in families,
pers.

tial foundations of Common Sense,
sideration, Faithfulness.

d among people reared amidst the humbler
a man or woman possessing such priceless

nds of families who have come into, or are
stablished upon the imperishable foundations
sing reputation for substantiality and growth.

to the older families who have known and
ddresses its journalist appeal.

LEDGER

Cents

PUBLIC LEDGER
Daily Circulation, 60,000
Rate per line, 20 cents

EVENING LEDGER
Daily Circulation, 100,000
Rate per line, 20 cents

Combined Circulation, 160,000
Combined rate per line, 30 cents

SUNDAY PUBLIC LEDGER
Circulation, 150,000
Rate per line, 20 cents

The SUNDAY PUBLIC LEDGER may be used in combination with EVENING LEDGER of any weekday at combination rate of 30 cents per line

PUBLIC LEDGER
EVENING LEDGER
INDEPENDENCE SQUARE
PHILADELPHIA

Victor Company Wins Price-maintenance Case Against Macy

License for Use Only on Condition That Full Price Is Paid Upheld by U. S. Circuit Court of Appeals

THOSE manufacturers who have been hoping that the courts would take a more lenient view of attempts at price-maintenance, may extract a grain or two of comfort from the decision in the Victor Talking Machine Company's case against R. H. Macy & Company, which was handed down by the United States Circuit Court of Appeals at New York, January 12. By this decision, which is the first affirmative ruling on the merits of the case since it was started in November, 1914, the Victor Company's plan of licensing its patented products *for use only* is declared to be lawful, notwithstanding the fact that jobbers and dealers are bound by it to maintain resale prices.

CAUSE FOR ENCOURAGEMENT

Though the case is based upon patents, and upon a specific form of license agreement, it has a broader significance than appears on the surface. Many authorities have held, since the Sanatogen case, the Miles Medical case, and the Bobbs-Merrill case, that the courts would construe any agreement which contemplated the maintenance of resale prices as against public policy, whether based upon patents or not. Apparently, however, the courts are not inclined to take so radical a position. This present decision, following the same court's affirmation, in the Cream of Wheat company's case against the Great Atlantic and Pacific Tea Company, of the manufacturer's right to refuse to deal with a price-cutter, is encouraging.

The attorneys for R. H. Macy & Company have announced that an appeal will be taken to the Supreme Court. The full text of the opinion, delivered by Judge Lacombe, is as follows:

UNITED STATES CIRCUIT COURT OF APPEALS, SECOND CIRCUIT

Before LACOMBE, COXE & ROGERS, Circuit Judges.

VICTOR TALKING MACHINE COMPANY,
Complainant-Appellant
vs.
JESSE I. STRAUS AND OTHERS,
Defendants-Appellees

This cause comes here upon appeal from a decree of the District Court, Southern District of New York, dismissing the bill. Plaintiff is the manufacturer of certain talking machines and sound records, which are covered by patents which it owns. The suit is brought to restrain defendants, who conduct a department store, from selling or offering for sale, or attempting to part with the title and right of possession of any of plaintiff's patented talking machines and sound records. The theory of the bill is that defendant has some of these in its possession, having obtained such possession without the assent direct or indirect of complainant, and that defendant has no right to dispose of such machines and records without the consent of complainant and upon the terms which it prescribes.

Upon the filing of the original bill motion was made to dismiss it under the new Equity Rule 29, which is the equivalent of a demurrer under the old practice. Judge Augustus N. Hand granted such motion and filed an opinion, 222 F. R., 524. Appeal was taken to this court; we held that even on complainant's own theory, his bill failed to make certain allegations which were essential. The dismissal was therefore affirmed, but with leave to amend; 225 F. R., 535. The bill was then amended by inserting these alle-

gations. Motion was made to dismiss the amended bill and was granted by Judge Hough, who filed no opinion; although he delivered one, orally. From the order of dismissal this appeal is taken.

LACOMBE, C. J.

This case presents the familiar one of the manufacturer of a patented article undertaking to extend its use and at the same time regulate the terms and conditions under which it shall be used. It seeks to accomplish this in part by a written contract entered into between itself and every so-called licensed dealer to whom it delivers the possession of instruments or records. This need not be recited, as in substance it is the same as a so-called "License Notice" which is attached to a conspicuous part of every machine. This notice varies only in its statement of the amount of royalty, which of course is different for different types of machine. The notice affixed to every instrument of the type known as Victrola XVI reads as follows:

"This machine is manufactured by us under our patents hereinafter noted, and is licensed for use only, for the term of the patent having the longest term to run, and only with sound records, sound boxes and needles manufactured by us; and our records and sound boxes are licensed only for use with our machines. Only the right to use the said machine is granted to Victor distributors and dealers, for demonstrating purposes, with the right to the distributor to assign a like right to regularly licensed Victor dealers at the dealers' regular discount royalty, with the right to the dealers to convey the license to the public to use the said machine only when a royalty of not less than $200 shall have been paid, and upon consideration that all the conditions of license shall be strictly observed. A similar right is also granted to the distributor to convey to the public the right to use this machine under the same conditions. No license to use this machine is granted to the public until the full royalty shall have been paid. This machine is not licensed for use for public entertainment for profit; for a license for such public use an extra license fee of ten per cent (10%) of the full royalty shall be payable. Title shall remain in the Victor Talking Machine Company; also the right to repossess the said patented goods upon the breach of any of the conditions upon the re-payment by the Victor Company to the user of the royalty paid by him, less five per cent per annum of the full royalty for each year, or fraction of a year that the user shall have had the use thereof. The Victor Company also reserves the right for itself and its representatives to inspect, adjust and repair this machine at all reasonable times while in the possession of the user, and to instruct the user in its use, but assumes no obligation so to do. All patent rights are reserved by the licensor except those hereby granted to the licensees upon the performance of the conditions noted. Any excess use, or violation of the conditions, will be an infringement of the said patents. The patents under which this machine is manufactured and licensed for use are, among others, as follows: (here follows a long enumeration of the numbers and dates of issue of various patents): and other U. S. Patents under which this machine or parts thereof are manufactured.

"No license is granted to use this machine in any altered or changed condition, or with any parts not manufactured by this company. This machine is licensed for use only in the condition, construction and arrangement in which it is put out by us, and any use of this machine, or parts thereof, in any other or altered construction or arrangement, will be construed as a violation of this license. This machine is licensed for use only with needles supplied by the Victor Company; needles will be sup-

plied by the Victor Company, direct to any licensee of any of its patented machines at wholesale price, upon written request.

"This license is good only so long as this label remains on this machine; any erasure, alteration or removal of this label, or of any of this company's labels, or marks attached to this machine, will be construed as a violation of this license. This machine, at the expiration of the patent having the longest term to run, under which it is licensed, shall become the property of the licensee (the machine being then free of the patents, the subject-matter of the licensee), provided that the licensee shall have faithfully observed the conditions of license, and the Victor Company shall not have previously taken possession of the machine as herein provided.

"An acceptance of this machine is an acceptance of these conditions.

"All rights revert to the undersigned in the event of violation.

"Victor Talking Machine Company,

"Camden, N. J.

"August 1, 1913."

A somewhat similar License Notice is affixed to every sound record or its envelope.

A study of these various documents leads to the conclusion that complainant has undertaken to avoid making such a sale of its machine, as would permanently pass it beyond any further control by itself. We think it has succeeded in so doing; this is not a sale outright, or a conditional or restricted sale or any sale at all.

Under the authorities the owner of a patent who manufactures machines under such patent can give the right to use to whom he pleases upon what conditions he may choose to impose. Some of those conditions may involve pecuniary return, such as royalties, rentals for fixed periods, specified lump sum compensation for the whole period. We do not see why he may not give to one person a more restricted right to use than he does to another. The Dick case 224 U. S., 1, establishes the proposition that a restriction to use only with other products of the patentee is legitimate. Of course the giving to any person of a "right to use" things of this sort is an idle thing, unless the person is also supplied with the physical thing to be used, to hold the same while he is enjoying the use and complying with its terms.

Turning now to the License Notice. What is granted by the patentee is "only the right to use" the particular machine, unaltered, without parts not manufactured by the Victor Company, maker and owner of the patents and only with records and needles made by the Victor Company, and to use it only so long as the notice unerased and unaltered remains on the machine. The term for which this right to use is granted is a fixed period "for the term of the patent having the longest term to run"—this term is ascertainable with precision by reference to the notice affixed to the machine which enumerates all the patents.

The character of the use is not the same in all cases.

1. To "Victor distributors" there is given a right to use only for "demonstrating."

As the sole result of demonstration is to induce the public to get the machines it may be assumed that these distributors are paid by the Victor Company.

2. To regularly licensed "Victor dealers" there is also given a right to use for "demonstrating" purposes. Sometimes conveyance of such right to use is made directly by the Victor Company, to the licensed Victor dealer. Sometimes the conveyance is made to the "dealer" by the "demonstrator," who by the terms of the notice is expressly authorized to convey such right to the dealer. These dealers, of course, do not use these machines for their personal enjoyment; their demonstrations are given to induce the public to apply for machines and they are paid by a commission on the amount paid by every person

who may be induced by them to take one.

3. To the public, i. e., to individuals who wish to use the machines generally.

Apparently such conveyances are not made directly by the manufacturer; they are made by "Victor Distributors" or by "licensed Victor Dealers," who are expressly empowered to make such conveyances. For each one of such machines the person to whom a right to use the same is granted and a machine delivered, to be by him used, shall pay a lump sum, which varies with the type of machine.

This is called a royalty; in effect it is a payment in advance covering use for the entire term —down to the expiration of the last patent. During such term the restrictions as to parts, integrity of notice, needles, record, etc., are in force and the manufacturer reserves title in itself. Of course when the patents expire no such restrictions could be maintained and, therefore, when that time comes any licensee (or user) in whose hands a machine may be and who has faithfully observed the conditions, shall receive full title to the same.

The documents are long and complicated, but it seems to us that this is what they provide for. We do not know why, under the law and the authorities a patentee may not thus dispose temporarily of the use and ultimately of the title of a machine made by him and protected by his patent.

The order is reversed.

Grasty On New York "Times"

Charles H. Grasty has been elected treasurer of the New York Times Company, to succeed the late Charles W. Knapp.

Mr. Grasty was managing editor of the Kansas City *Times*, 1884-89; editor and proprietor of the Baltimore *Evening News*, 1892-1908; editor and part owner of the St. Paul *Dispatch and Pioneer Press*, 1908-09, and controlling owner and editor of the Baltimore *Sun*, 1910-1914.

Percy A. Ware, formerly Central Western manager of *Iron Age*, has been appointed special representative of *Export American Industries*, New York City.

An Outside Opinion of Macy's "Straw Vote"

MONTAUK PAINT MFG. CO.

BROOKLYN, JANUARY 10, 1916.

Editor of PRINTERS' INK:

I have read with interest your editorial in the January 6 issue of PRINTERS' INK regarding a certain "straw vote" on the Stevens Bill conducted by one of its most energetic opponents.

This concern does practically no business with department stores and did not receive the Macy letter. It happens, however, that the letter was sent to another company in which I am interested.

To begin with, the letter was so written as to plainly show the Macy attitude on the matter and, then, it was probably sent out to all the concerns that they buy goods from. Many of these were the sort of manufacturers who know nothing about distribution and marketing, beyond having their salesmen cool their heels in the offices of department store buyers waiting for a mere chance of getting an order for their unknown wares at a price and terms dictated by the buyer.

With this class of manufacturer the transaction certainly ends when the order is secured, the goods delivered and the invoice paid. To his mind the department store buyer is the beginning and the end, the all and the everything of merchandising. With him the department store is a greater institution than Congress, Parliament, the Reichstag or any Government. The buyer is greater than President, King, Kaiser, Emperor, Czar and Sultan combined. If Macy's are opposed to the Stevens Bill, he says: "I should worry" and votes as they told him they expected him to. It was rather a wise move for Macy's to let the 79 advovates of the Stevens Bll have a "look in."

You are right in getting at "the heart of the question." The bill simply provides for the recognition of a form of contract, not in any way compulsory, which seems to be in conflict with existing laws or at least the interpretation of such laws.

I am not "hot" as a supporter of the Stevens Bill, but believe that those manufacturers who prefer to do business under its provisions should have the opportunity. If retailers don't care to handle their goods they don't have to; there's always plenty of merchandise in the market at "any old price."

FRANK D. CORNELL,
Secty. and Treas.

Periodical Publishers' Assn. Seeks Members

In order to increase the effectiveness of its work, the Periodical Publishers' Association of America has created a new class of membership to be known as Associated Members. Any reputable publisher or accredited representative of a recognized periodical is eligible to membership, subject to the approval of the executive committee.

WOODWARD ST. LOUIS

A Blanket of White

argues well for future yields, says our Friend the Agriculturalist.

Crops are cultivated differently, but if yours is a hardy product—of country-wide consumption—what so economical, so far-reaching in its productivity, as properly timed snow-falls of white-space publicity?

Brooding under this protecting blanket your market gathers strength while waiting its logical season for development.

What a blanket of publicity would be worth to your new-rooted distributors, and what it would cost to tuck it in and around snugly, is matter for specific calculation. If your problem is "how to reap bigger harvests from wide-spread fields," then write

The Advertising Agency of

WOODWARD & TIERNAN PRINTING COMPANY

SAINT LOUIS, U. S. A.

WOODWARD ST. LOUIS

Nearly 15 Million Lines of Advertising

In 1915

The Kansas City Star

published 14,955,000 lines of advertising—a gain of 638,000 lines over 1914. 300 pages increase! Nearly a page a day.

Nothing could indicate better the prosperity of the territory served by The Star. Nothing could reflect more accurately the faith of merchants and manufacturers in the buying power of their patrons.

But these figures have another and greater significance. They mark an ever-increasing interest in advertising news. A widening

demand for more complete and dependable information regarding merchandise and merchandising methods.

The Star is more than a newspaper. Its advertising service is as complete and as carefully presented as its news service. It is the mouthpiece of merchants, manufacturers and jobbers. It is an up-to-the-minute reference for the buying public.

It is

the market place---
the forum of exchange---
the means ot bringing seller and buyer together---
the money maker for all its readers

The Star goes into every home in Kansas City—not once a day, but twice a day. It has more subscribers in Kansas City than there are families in Kansas City. It is the medium to which Kansas City looks for its advertising information.

Direct Advertising an Important Part in the Scheme of Business Building

Articles That Have Appeared in PRINTERS' INK on This Subject

IN almost every issue of PRINTERS' INK some phase of the subject of direct advertising receives consideration—either in articles specifically treating of the matter or in connection with descriptive campaign articles. Hardly a day passes that inquiries are not received by our Research Department asking for information upon some branch of this important subject. A subscriber wants to have a list of articles that have appeared upon catalogue making; another is about to institute a campaign of direct advertising by form letters, and is in search of advice of a constructive nature; a third asks for a list of manufacturers who are publishing internal house-organs. Two requests are seldom made for exactly the same information—this divergence is another indication of the vast breadth of the subject, and the important part it plays in the advertising scheme.

In the list of subjects which is appended herewith have been gathered some of the more important articles that have appeared in PRINTERS' INK in the last few years relating to direct advertising. As above stated, various direct methods are so closely woven into the warp and woof of the advertising fabric of many important campaigns that they become an intrinsic part of them. It is worth noting how many campaign stories appear in the list, with parenthetical mention of the kind of direct advertising that has been employed,—either booklets, folders, letters, circulars or what not.

While the chief purpose of publishing the list is to give the information that so many subscribers have asked for, it also indicates the encyclopædic character of PRINTERS' INK, and the benefit that accrues from the preservation of back copies.

1915.

Letters that Sell Stores on Manufacturers' Good Will.—Dec. 30, p. 25.

Advertising to Students for Future Results (Booklets).—Dec. 30, p. 10.

Mailing Pieces in "Dress-Up Week" Campaign.—Dec. 23, p. 49.

Booklets Used in Morse Chain Company's Campaign.—Dec. 16, p. 82.

Individuality in Return Cards.—Dec. 16, p. 37.

Eveready Flashlight Story (Folders).—Dec. 16, p. 25.

Letters to the Dealers List that Cashed In.—Dec. 9, p. 45.

Recommendations for Advertising Contract (Purchase of printing, paper, etc.).—Dec. 9, p. 45.

Booklets the Architect Files for Use.—Dec. 2, p. 33.

Plan that Got "Red Riding Hood" Shoes into Big Stores (Letters).—Dec. 2, p. 72.

Loss to Advertising in Copy Speculation (Printing).—Dec. 2, p. 54.

Portfolios Routed by Mail Act as Silent Salesmen (Antiseptol Liquid Soap Company).—Dec. 2, p. 45.

Fertilizer Companies Join in Educational Advertising (Pamphlets).—Dec. 2, p. 17.

Western Electric Company Makes Drive on Toy Model (Letters).—Nov. 25, p. 46.

Conceit of Some Advertisers Defeats Maximum Distribution (Letters).—Nov. 25, p. 18.

Advertising a Raw Material without Mention of Brand Names (New Jersey Zinc Company—Booklets).—Nov. 18, p. 3.

How Pyrene Broke into the Dividend Column (Form Letter).—Nov. 4, p. 3.

California County Makes a Business of Advertising (Follow Up).—Oct. 28, p. 44.

Advertising to Be Advertised by Booklets.—Oct. 21, p. 49.

How Garland Stove Company Makes Salesmen Out of Clerks (Booklets).—Oct. 14, p. 54.

Sizing Up the Other Fellow (Analysis of Competition Booklets).—Oct. 14, p. 4.

"Merchandising" Your Sales Letters to Fit Your Proposition.—Oct. 14, p. 25.

New Ways of Telling Old Stories in Letters.—Oct. 7, p. 53.

How the Ansco Company Created Its Own Distributing Outlets (Mailing List).—Oct. 7, p. 41.

Letters that "Get Under the Skin."—Sept. 30, p. 61.

Catalogues, Simple Colors Recommended (Schoolmaster.)—Sept. 23, p. 102.

Letters that Get to "Men Higher Up."—Sept. 23, p. 3.

Loose Leaf Catalogue vs. The Bound Book.—Sept. 16, p. 57.
Sales Letter Experiences of Larkin Company.—Sept. 16, p. 12.
Kolb Portable Building Company Cuts Catalogue Expense.—Sept. 9, p. 77.
How "Wesson Oil" Broke Into New York (Mailing Pieces).—Sept. 9, p. 3.
Mallinson Campaign to Popularize American Made Styles (Pussy Willow Silk—Booklets).—Sept. 2, p. 3.
Some Things a House-organ Shouldn't Do.—Aug. 19, p. 28.
An Advertiser Analyses His Own Case (Hydraulic Press Brick Co. Follow-up).—Aug. 19, p. 25.
Building Up an Investment Clientele by Mail.—Aug. 19, p. 54.
Humanizing the Catalogue.—Aug 12, p. 61.
Bringing the Letter to a "Clinching" Close.—Aug. 12, p. 52.
Teaching Jobbers' Salesmen Where Their Profit Lies (W. N. Matthews & Bros. Letters).—Aug. 12, p. 39.
Printers to Promote Direct-by-Mail Advertising.—Aug. 12, p. 49.
How De Laval Built Up Biggest Separator Business in the World (Booklets, etc.).—Aug. 5, p. 3.
Getting the Better Prospect (Mailing List).—July 29, p. 17.
Boiling Down the Mailing List.—July 29, p. 59.
Getting the Helpful Feature for the Employees' House Organ.—July 22, p. 31.
Turning the Profit Corner by Centering on Quickest Moving Lines (Black Cat Hosiery—Catalogues).—July 22, p. 3.
A Letter Campaign that "Broke the Ice" for the Salesmen.—July 22, p. 37.
Folder of Rad-Fix Sales Company to Automobile Owners (Schoolmaster).—July 15, p. 101.
Short Cutting the Handling of Big Lists.—July 8, p. 53.
Color Harmony in Direct Advertising.—July 1, p. 92.
How "Hotpoint" Has Made "Big Competition" Step Lively (Booklets, etc.).—July 1, p. 3.
How Returns Have Been Increased in Selling by Mail.—July 1, p. 100.
Report of Direct Advertising Meeting, Chicago Convention A. A. C. of W.—July 1, Page 58.
Stunts that Have Multiplied Returns in Selling by Mail.—July 1, p. 100.
Graphic Arts Departmental, A. A. C. of W. (Booklets).—July 1, p. 44.
House-organs Editors Departmental, A. A. C. of W. Convention.—July 1, p. 61.
How the Printer May Take His Place in the Sun.—June 24, p. 55.
Extracts of addresses on House-organs, A. A. C. of W. Convention.—June 24, pp. 113, 137, 138, 141, 142, 145.
Shall the Retailer Issue a Catalogue?—June 24, p. 125.
House-organs Should Be Relevant to Matter Advertised.—June 17, p. 48.
The Personality Behind the Burpee Business (Catalogues).—June 17, p .3.
The Letter that Rings True.—June 10, p. 17.
Giving the Letter a Running Start.—June 17, p. 17.
Programme of Direct-by-Mail Advertising Departmental, Chicago Convention, A. A. C. of W.—June 10, p. 94.
Keeping the Catalogue "Alive" in the Hands of Prospects.—May 27, p. 84.
Scouting for Automobile Sales Prospects (Mailing List).—May 20, p. 90.
Selling "Illumination" Rather than Mere "Lighting" Fixtures (National X-Ray Reflector Co.—Portfolio).—May 13, p. 97.
Problems an Advertising Pioneer Has to Meet and Solve (Ayer and Lord Tie Co.—Booklets).—May 13, p. 46.
A Special Drive that Speeds Up Slow Moving Business (Tapestry Brick—Follow-up).—May 6, p. 18.
"Knocked down Green Houses," Careful Experiment Showed Right Way to Market (Follow-up).—May 6, p. 41.
Railroads Invest Millions in Exhibits at San Francisco Exposition (Follow-up).—May 6, p. 74.
"Readi Cut Houses," Advertising Builds Big Sales of (Form Letter).—April 29, p. 10.
Victors' Method of Developing Sales to Public Schools (Mailing Pieces).—April 22, p. 17.
Selling on Installments (Circulars).—April 22, p. 73.
Finesse in Form Letter Handling That Made Success Certain.—April 22, p. 97.
The Intermediate Letter.—April 15, p. 25.
Getting to Department Store Customers with Manufacturers' Booklets, etc.—April 15, p. 10.
When Sampling is Profitable and When Not (Letters).—April 15, p. 72.
How a Neglected Product Became Chief Profit Producer (Follow-Up).—April 8, p. 33.
Getting Old Customers to Help You Sell (Follow-up).—April 8, p. 53.
Letters that Get Action and Why.—Mar. 25, p. 37.
Meeting the Competition of Lower Priced Goods (Morgan Sash and Door Co. Follow-up).—Mar. 25, p. 21.
Pike Whetstone's Method of Follow-up (Schoolmaster).—Mar. 18, p. 89.
Getting "Plus" Results by Mail.—Mar. 11, p. 91.
Securing and Holding Scattered Dealer Customers (Follow Up).—Mar. 11, p. 83.
Making the Follow-Up Letter Welcome.—Mar. 4, p. 23.
Number of Printing Establishments in the U. S. A.—Feb. 25, p. 63.
Training Employees with an Internal House-organ.—Feb. 25, p. 68.
"Armco Iron" Out of Rut of Raw Products, Advertising Lifts (Follow-up).—Feb. 25, p. 24.
Getting Sales of a Luxury Back to Normal in Hard Times (Sterling Engine Co.—Folders, etc.).—Feb. 25, p. 76.
Some Letters that Proved Winners.—Feb. 4, p. 44.
Winning Back a Lost Foothold (Craddock Terry Co.—Shoes Mailing List).—Feb. 4, p. 37.
100,000 Year Books Tie Dealers to House (B. F. Avery and Sons, Plows).—Jan. 28, p. 86.
Letters that Close the Sale and Why.—Jan. 28, p. 26.
What Constitutes a Good Circular Letter (Schoolmaster.)—Jan. 21, p. 156.
Manufacturers' Use of Exhibits at

The Buyers Know They Can Find What They Want in The Iron Age

Better proof of the high regard in which the advertising pages of **The Iron Age** are held by the men who buy for America's great industrial and manufacturing plants could not be found than in the demand for extra and additional copies of the great Annual Review Number.

No sooner had the big number appeared than requests for from one to ten copies began to pour in from the executives and purchasing departments of big plants and small plants in every branch of the metal-working industries. These men—the men with the power to buy and the men who execute their orders—have learned that in the Annual Review Number of **The Iron Age** they can find advertisers who are ready to supply anything and everything they need from the raw material to the finished product. And so when they are ready to buy, they turn to *their* publication, the standard authority of their field—**The Iron Age.**

As a single instance of the pre-eminent position **The Iron Age** occupies as a buying medium, one of the executives of a Michigan company writes:

"In regard to the manner in which the writer uses **The Iron Age**: Would say that upon receipt of the magazine each week, I go through it from cover to cover . . . . read such items as are of interest in the reading matter, and then start from the front cover and read every advertisement—some thoroughly and some I merely glance over.

"However, I aim to cover all of the advertisements each week, as a number of times we have found items advertised which we used and which we were able to buy at prices considerably under what we were paying. Usually I can tell by glancing at a page whether there is anything of interest, and if not, I pass on to the next one, but I make it a point to cover everything in the book.

"We find the magazine to be a very valuable one, giving us information that

could not be obtained elsewhere."

Advertisers as well as subscribers know and appreciate **The Iron Age** to the fullest extent. This was strikingly demonstrated by the fact that over 1300 representative firms in the Iron, Steel, Foundry, Machinery and Metal-working fields used space in the Annual Review Number. The space used by these advertisers brought the advertising section to a total of 562 pages—the largest issue of a trade journal ever published.

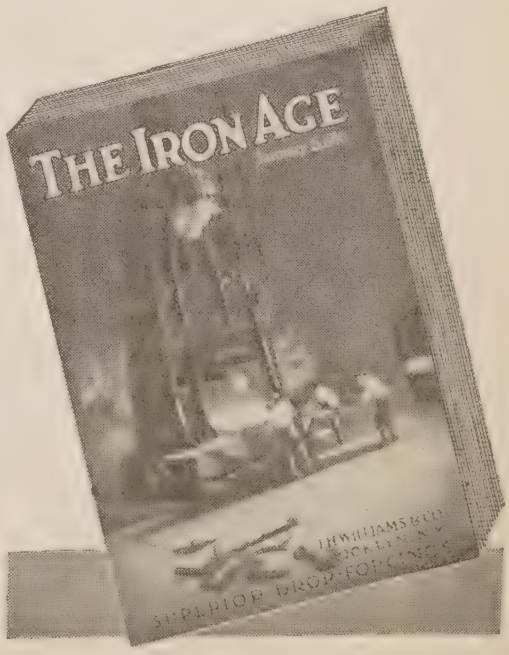
These advertisers knew how **The Iron Age** would be used, knew that it would be kept on file and constantly referred to throughout the year. They wanted their names to be in the Buyers' Index, just as a large majority of them keep it there week by week throughout the year.

If you make and sell anything that is needed and used in the field covered by **The Iron Age,** your firm's name should be there not only in the Annual Review Number but in every one of the 52 weekly issues during the year. Twelve hundred other manufacturers are keeping their names and their products prominently before the buyers in this big, prosperous field in this way, and every one of them counts **The Iron Age** as a most valuable member of its selling organization.

We have a booklet—a mighty interesting booklet to the man with something to sell. This little volume, **"The Iron Age**—The Metal Working Market of the World" contains the most complete analysis of the circulation of any publication ever prepared.

We want you to have a copy. Just tell us where to send it.

THE IRON AGE
239 West 39th Street
New York City
Member of the A. B. C.



Conventions (Mailing Lists).—Jan. 14, p. 65.
Letters that Close the Sale and Why.—Jan. 14, p. 17.
Knowing When to Stop (Editorial) (Follow-up).—Jan. 7, p. 75.
Swoboda's Plan to Encourage Payment of Installments (Letters).—Jan. 7, p. 23.
How to Meet High Price Objection Mailing List, American Huhn Metallic Packing Co.).—Jan. 7, p. 66.

1914.

Getting W. D. C. Pipes Off Novelty Basis (Circulars).—Dec. 31, p. 3.
National Campaign for "Hytex" (Follow-up and Booklets).—Dec. 24, p. 3.
Catalogues that Tell "How."—Dec. 24, p. 19.
Dealer Helps (Booklets).—Dec. 17, p. 60.
C. & K. Hat Sales Increased One-Quarter in a Year (House-organs).—Dec. 17, p. 27.
Form Letters Aid a Charity Campaign.—Dec. 17, p. 37.
Mailing Cards Used in F. A. Patrick Co.'s Campaign.—Dec. 17, p. 3.
The "Dead Language" of Business (Letters).—Dec. 10, p. 17.
Letters that Win Jobbers' Salesmen.—Dec. 3, p. 20.
Making the Most of Inquiries (Follow-up).—Nov. 26, p. 75.
Quality Catalogue Gets Results From Quality Lists (Shoes).—Nov. 26, p. 37.
Form Letter of Alpha Portland Cement Co. (Schoolmaster).—Nov. 12, p. 90.
Mail Deliveries During Holidays, Facilitating.—Nov. 12, p. 33.
House-organs to the Sales Force and Employees.—Nov. 5, p. 76.
Printer and Competitive Dummies.—Oct. 15, p. 28.
Fall Dealer Helps (Booklets).—Oct. 22, p. 19.
Pledging Customers to Help Beat Competition (Hewitt-Lea-Funck Co.)—Letters).—Oct. 15, p. 31.
Buying Printing, Need for New Practices in.—Oct. 15, p. 10.
Strategies of Letter Writing.—Sept. 24, p. 32.
"Literature" that Gets a Reading.—Sept. 24, p. 49.
Ways of Educating Clerks (Booklets).—Sept. 3, p. 60.
Newer Methods of Buying Printing.—Aug. 13, p. 50; Oct. 1, p. 36.
How "Censor of Correspondence" Does His Work.—Oct. 1, p. 17.
How Sherwin-Williams Works Mailing Lists.—Sept. 3, p. 31.
Value of Cook-book Advertising.—Aug. 13, p. 86.
Negative Appeal Hurts Whole Industry (Catalogue).—Aug. 13, p. 26.
Improving the "Style Book" Catalogue.—Aug. 6, p. 22.
Mailing Piece of Public Service Cup Co.—July 16, p. 74.
Riker-Hegeman Generating Power for Rapid Expansion (House-organ).—July 9, p. 3.
How Market Data Built a Catalogue.—July 9, p. 72.
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House-organs Departmental—Toronto Convention A. A. C. of W.—July 2, p. 44.
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Direct Advertising Departmental—Toronto Convention A. A. C. of W.—July 2, p. 35.
Check on House to House Distribution (Schoolmaster).—July 2, p. 118.
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Direct Advertising Departmental—A. A. C. of W. Adopts "Standards of Practice."—July 2, p. 31.
Printing and Engraving Departmental A. A. C. of W. Adopts "Standards of Practice."—July 2, p. 31.
New Devices in Catalogue Advertising.—June 25, p. 116.
Extracts from Addresses, Toronto Convention A. A. C. of W.—June 25, pp. 10, 12, 18, 19, 28, 39, 47, 51
Lithography, Printing, etc., Shown in Exhibit of A. A. C. of W. at Toronto.—June 25, p. 108.
How Retailer Became National Advertiser (Catalogues).—June 25, p. 79.
Talking to Farmers in the Farmers' Language (Follow-up).—June 18, p. 69.
Judging Value of Data for Catalogue.—June 18, p. 63.
Study of Product for Catalogue Purposes.—June 4, p. 54.
How Westinghouse Eliminates Advertising Waste (Printing, paper, etc.).—June 4, p. 24.
Policies Behind Sears, Roebuck's Selling Work (Catalogue).—May 28, p. 17.
Reducing Waste in Catalogue Circulation.—May 21, p. 76.
Sales Co-operation by Catalogue.—May 14, p. 67.
Catalogues Which Save Sales Effort.—May 7, p. 76.
Ingenuity in Building Mailing Lists.—May 7, p. 49.
Catalogues Which Influence Future Buyers.—April 30, p. 23.
What Will the Booklet Weigh?—April 30, p. 89.
Follow-up That Clinches the Inquiry.—April 23, p. 116.
Catalogues that Fit the State of Mind of the Consumer.—April 23, p. 28.
Building Catalogue to Meet Market Conditions.—April 16, p. 49.
Impersonal Letters that "Play Safe."—April 9, p. 93.
How to Avoid Errors in Catalogues.—April 2, p. 87.
Books on Printing, etc.—Mar. 19, p. 128.
Consideration for the Use of Color (Booklets, etc.).—Mar. 12, p. 44.
Salesmen Furnish Tips for House-organ.—Mar. 5, p. 72.
De Vinne's Work for Better Typography.—Feb. 26, p. 27.
Story of Yawman & Erbe Business (House-organ).—Feb. 26, p. 10.
Mailing Cards as Seen by Railway Clerk.—Feb. 26, p. 95.
Human Interest in Catalogue Copy.—Feb. 19, p. 75.
Uses of "Built Up" Photograph (Catalogue).—Feb. 19, p. 51.
Stevens Arms Story (Book).—Feb. 12, p. 3.
How Timken Stimulates Word-of-Mouth Publicity (House-organ).—Feb. 5, p. 17.
Building Up "Live Lists of Names."—Feb. 5, p. 28.
Standard Sizes for Catalogues (Editorial).—Feb. 5, p. 92.

Shaping the Ad to Leave Conviction (Catalogue).—Jan. 29, p. 17.
Gossard Corset Story (House-organ).—Jan. 29, p. 3.
Printer's Processed Letters.—Jan. 29, p. 35.
Good Letters that Feature One Idea.—Jan. 15, p. 10.
Have Form Letters Any Excuse? (Processed).—Jan. 8, p. 83.
Letters that Get the Booklet Read.—Jan. 1, p. 24.
Getting Out First Catalogue.—Jan. 1, p. 85.
Helping Printer Get Results from Cuts.—Jan. 1, p. 50.

1913.

Handling the Paper Problem Profitably.—July 31, p. 33.
Planning and Printing of Mail Pieces. May 22, p. 23.
How the Booklet Goes Through the Printing Shop.—Feb. 27 p. 72.
Tricks in Buying Printing.—Feb. 6, p. 17.

1912.

Right Use of Color in Advertising.—Dec. 19, p. 76.
How the Artist Makes a "Selling" Drawing.—Dec. 19, p. 51.
Why Some Large Advertisers Value Color.—Dec. 19, p. 40.
How to Make Color Count.—May 23, p. 48.

1911.

What Advertisers Ought to Know About Paper.—Mar. 2, p. 3; Mar. 16, p. 68.

British-American Tobacco Profits

The report of the British-American Tobacco Company, Limited, for the year ended September 30, 1915, showed that net profits for the year, after deducting all charges and expenses for management, were $9,250,295. Dividends paid during the year on common stock amounted to $4,690,740.

It is probable that another dividend of 7½ per cent will be paid on common stock this month, which would bring the total dividends for the year up to 22½ per cent, as against 24½ paid for the year ended Sept. 30, 1914.

The annual report, however, showed that the net earnings of the company for the past fiscal year were $1,634,815 less than for the previous year, although profits for the previous year included $1,056,510 profit on the sale of stock. A. M. Rickards, secretary of the company, said the directors did not believe losses due to the war would amount to more than half of the reserve fund of $7,500,000, which was set aside at the beginning of the war.

New Advertising Manager for "Shur-on"

A. M. Franklin has succeeded George H. Miller as advertising manager of E. Kirstein Sons Company, Rochester, N. Y., manufacturer of Shur-on eyeglasses. Mr. Franklin was formerly advertising manager of the Defender Photo Supply Company, Rochester.

Postal Deficit and One-cent Postage

Ended! The Post Office Department deficit of over $11 000 000 last year should, and no doubt will, put an end to the very cleverly organized campaign of a few well-paid organizers and a few large beneficiaries of the one-cent postage crusade. At a time when the Government proposes to tax everything in sight, including bank checks and small incomes, and when the Postal Department faces a heavy deficit, talk of a reduction in the first-class postage rate by one-half is nonsensical, illogical and impossible. The purpose behind this movement is to shove upon the newspapers and other periodicals the load that a few of the prominent patrons of first-class postage would like to get rid of. Yet it is a fact that but for these newspapers and periodicals the income from first-class postal matter, the only profitable branch of the postal service, would be cut in two. Some day, the newspapers will awaken to the truth and when they do, they will put a short stop on the one-cent postal crusaders. They should have done it long ago.—*Leslie's Weekly.*

Packard's Sales

In issuing additional preferred stock to the amount of $3,000,000, the Packard Motor Car Company makes public the following statement regarding the condition of its business for the year to August 31, 1915:

Gross sales	$15,547,165
Profits after all expenses and interest	3,587.256
Depreciation charged off	1,321,330
Net balance	$2,265,926
Seven per cent stock dividend paid	350,000

The annual report of the company showed property and other tangible assets of over $21,100,000 as of August 31, 1915. These figures are after writing off the amount for depreciation on buildings, machinery, etc., and without any allowance for good will, patents, etc.

W. L. Saunders On Industrial Preparedness

W. L. Saunders, chairman of the board of directors of the Ingersoll-Rand Company, New York, will speak upon "Industrial Preparedness" before the meeting of the New York Trade Press Association, January 20. After the address two publishers and two editors are scheduled to discuss the views set forth.

Astolf Levin With Sharples

Astolf Levin has been appointed advertising manager of the Sharples Separator Company, West Chester, Pa. For four years he has occupied a similar position with the Gale Manufacturing Company, Albion, Mich.

The Miracle of The South

As The Figures Tell It

The South of today is the result of thirty years of effort as stupendously resultful as the world has ever known.

The influences of the Reconstruction era, the Greenback issue, and the panic of 1873, stagnated the war stricken South until 1880, which year virtually marks the beginning of the New South on the ashes of the Old South.

The years that have followed have been so full of wonderful progress that the world at large has not possessed a vision large enough to encompass it.

The following figures give some idea of this magnificent undertaking:

	1880	1910
Population,	16,807,298	29,632,809
Railroad mileage	22,846	80,676
Value of farm property	$1,909,890,562	$10,352,483,075
Value of farm products	707,330,359	2'048,431,082
Assessed valuation of real estate	1,677.847,248	18,227,278,966
Money invested in manufacturing	330,000,000	3,200,000,000
Value of manufactured products	791,453,545	3,781,363,342
Value of lumber output	40,950,861	413,866,101
Value of mineral output	18,000,000	249,179,540

And so, through thirty years of practical miracle working, the South is today a stronger industrial unit than was the entire United States in 1880.

¶ ¶ ¶

No single element has been so potent a factor in developing the New South as the Southern Newspapers; their influence and strength have grown proportionately, and, best of all, they have earned and acquired the confidence of their readers.

¶ ¶ ¶

If you would touch the purchasiug power of the South, reach it through the South's favorite institution—The Newspapers.

MEMBERS OF SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION.

For full information regarding rates, circulation, territory, jobbers and the like, address papers direct,

ALABAMA
- Birmingham, Age-Herald
- Birmingham, Ledger
- Birmingham, News
- Gadsden, Journal
- Gadsden, Times-News
- Mobile, Item
- Mobile, Register

ARKANSAS
- Little Rock, Arkansas Democrat

FLORIDA
- Jacksonville, Metropolis
- Jacksonville, Times Union
- Tampa, Times
- Tampa, Tribune

GEORGIA
- Albany, Herald
- Atlanta, Constitution
- Atlanta, Georgian
- Augusta, Chronicle
- Augusta, Herald
- Macon, Telegraph
- Savannah, Morning News
- Waycross, Journal-Herald

KENTUCKY
- Louisville, Courier Journal
- Louisville, Herald
- Louisville, Times

MISSISSIPPI
- News-Democrat, Natchez

NORTH CAROLINA
- Asheville, Citizen
- Asheville, Gazette-News
- Charlotte, News
- Charlotte, Observer
- Greensboro, News
- Raleigh, News & Observer
- Raleigh, Times
- Winston-Salem Sentinel

SOUTH CAROLINA
- Anderson, Daily Mail
- Charleston, News & Courier
- Charleston, Post
- Columbia, Record
- Columbia, State
- Greenville, News
- Spartanburg, Herald

TENNESSEE
- Bristol, (Va.-Tenn.) Herald Courier
- Chattanooga, News
- Chattanooga, Times
- Knoxville, Journal & Tribune
- Knoxville, Sentinel
- Memphis, Commercial Appeal
- Memphis, News Scimitar
- Nashville, Banner
- Nashville, Tennessean

TEXAS
- Beaumont, Enterprise
- Galveston, News
- Texarkana, Four States Press

VIRGINIA
- Lynchburg, News

This is the 10th of a series of advertisements prepared by THE MASSENGALE ADVERTISING AGENCY, Atlan a, Ga. for the members of the S. N P.t A.

Atlanta has no City Market. The columns of the three Newspapers offer the market place for groceries and markets

THE CONSTITUTION
This market represents 194,985 agate lines of space

One Afternoon Paper

The Other Afternoon Paper

These two markets combined represent a total of 161,868 agate lines of space.

For year of 1915 the Constitution, Atlanta's only morning paper, carried 194,985 agate lines of space from the local grocers and markets.

The two afternoon papers combined carried a total of only 161,868 agate lines from these dealers.

The advertising columns of the Constitution are more carefully read by the women of Atlanta than are the columns of any other Atlanta paper.

Its entire clientele represents the best buying ability in Atlanta.

THE CONSTITUTION

J. R. HOLLIDAY, Adv. Mgr. ATLANTA, GA.

Government of the Salesmen by the Salesmen

Star Salesmen's Club Acts as Advisory Board

ADVERTISERS selling through a sales force operated on the point or quota system will be interested in a new method being used by the Addressograph Company of Chicago to stimulate its salesmen to greater individual effort, and at the same time bring the experience of its most successful men to bear on its sales and advertising policy.

Three years ago this company put the quota system into operation. At first it sought to capitalize the system through a series of short-duration contests. While these contests were productive from the standpoint of sales, W. K. Page, the sales manager of the company, came to the conclusion that such contests were not fair to the men. So the long-duration contest was decided upon, with membership in a "Hundred Club" the reward for making quota. Officers for the club were the men who showed the highest percentage over quota. Those men who made the club were brought into the factory and given a royal good time and an opportunity to exchange experiences.

This year it was decided to put the club to a practical use while it was in session, and let these star salesmen decide on the company's business-expansion policy for the coming year. It was felt by J. B. Hall, the secretary of the company, that the advice of these men, based on field experience, would be valuable. If nothing else, it would provide a sort of parliamentary government for the sales organization; a government of the salesmen, for the salesmen, by the salesmen.

To stabilize the sessions various executive branch managers—that is, the managers of the large offices, such as Boston, New York, Chicago, etc.—were made honorary members and given a vote.

Twenty-four out of a sales force of over a hundred succeeded in winning membership in the club. These men attended the session held in Chicago the first week in January. This period was chosen because it is usually an "off week" with most of the offices. The company paid all the men's expenses. The meetings were held in the schoolroom at the factory in the morning and at the Auditorium Hotel in the afternoon. They were presided over by the president of the club—the salesman who showed the highest percentage of sales over his allotted quota.

To illustrate the workings of the club: considerable discussion, for example, arose over the matter of featuring educational books or a demonstration of one new model the company is bringing out in the advertising. Most of the salesmen in attendance were of the opinion that having to follow up inquiries from booklet offers was largely a waste of time. "It has been my experience," said a salesman from Memphis, "that better results can be secured by selecting the prospects in the territory which you know ought to have our equipment and concentrating on them until you get them, than by spreading your effort out thinly over a number of booklet inquiries which may represent only a partial list of real prospects." The consensus of opinion was, however, that the booklet still held the advantage in selling in open territory, as it paved the way for a mail solicitation, and showed where the prospects were in a sufficient degree to warrant their use. All the men were very much in favor of the use of educational books and literature to supplement their work, and endorsed from their experience the standardized selling arguments advocated by the management.

Before deciding on the various standardized-sales methods to be enforced this coming year—or rather advocated—the issue was thoroughly discussed by all the

salesmen, and if it involved a point that could be visualized in any way, this was done so that the men might have all data possible before making up their minds.

At one session, for instance, a question arose over the policy of telling the prospect the cost of the equipment when he asked its cost during a demonstration. Most of the salesmen seemed to think it is better to tell the prospect: "It will cost considerably less than a typewriter." Others were of the opinion it is better to come out frankly with the price, as: "It will cost you about $95 for an equipment to suit your requirements." To settle the point, as a matter of sales policy, a contest was held in which two demonstrations were given by advocates of the different methods. The salesman had to sell the sales manager. A vote was taken at the end of the demonstration, showing the "board" in favor of coming out with the price flatly when asked. Incidentally, many points were brought out in the demonstration that were a decided help to the members of the "board," for the salesmen selected to do the demonstrating were those who had shown the largest volume of sales in that particular equipment and application.

Other policies that were discussed was the matter of advertising the price of the equipment, how long should the product be left on trial, should the company circularize prospects not being called on by salesmen, should the use of automobiles be encouraged by salesmen, and so on. In addition to settling these various questions of policy, papers were read by men who had proved especially strong in certain lines of work. These papers, together with full stenographic report of all that took place in the meeting—except the closed session, where matters relating to salesmen's relations with the house were settled—are to be printed in the company's house-organ for salesmen and distributed to the entire sales force so that they can benefit from the meeting as well.

The plan is declared by Mr. Page to have proved a great help to the management in getting the viewpoint of the men, and many valuable ideas were secured for the advertising department. For instance, one salesman, in a burst of oratory, inadvertently gave birth to a sentence which the advertising department proposes to use as a slogan in its next year's advertising. In addition to this, the benefit derived by the men attending and by those who will read the report of the meeting in the "Addressographer," the company estimates as being worth many times the cost of the meeting.

Cluett-Peabody's Increasing Sales

As an indication of the widespread improvement of business conditions in the last half of 1915 the annual report of President F. F. Peabody, of Cluett, Peabody & Co., Inc., is interesting.

"The sales of this company," the report states, "for the first half of 1915 reflected the unsatisfactory business conditions of the country—improving toward the end—but showing a decrease of $553,000. The last half of the year, however, showed a gratifying increase, sales being nearly $800,000 more than for the last half of 1914, and being the largest second half year in our history."

Advance sales point to a continuation of these favorable conditions for 1916: "The improvement shown in the sales of the last six months of 1915, we believe, will continue, and that the new year will show a larger growth.

"All departments are running full and some overtime.

"The shirt business booked in advance for spring delivery is more than 50 per cent in excess of that of last year.

"The handkerchief department, added last year, is progressing favorably and will contribute a substantial addition to sales.

"General business conditions in Canada are improving, and our sales in that country are showing a gratifying increase."

The net sales for 1915 amounted to $13,346,004.86, and the cost of raw materials, labor and supplies, operating expenses, general and selling expenses and all administrative expenses were $11,013,942.37.

Zobian Has C. & C. Ginger Ale Account

The advertising account of E. & J. Burke, Ltd., New York, C. & C. Ginger Ale, has been secured by the James Zobian Company, New York.

From a President's Letter

"There is not very much in the RAILWAY AGE GAZETTE that I do not read, for the reason that what you publish is well worth reading."

President, Chicago, Terre Haute & Southeastern Railway Company

The above excerpt from a letter written by Mr. Carpenter to the Editor of the RAILWAY AGE GAZETTE on December 13, 1915, so tersely attests the success of a policy that we have followed religiously for some years that we cannot refrain from using it as a text.

Mr. Carpenter is the type of an executive who keeps in close touch with the several departments of his road. That he finds the RAILWAY AGE GAZETTE interesting from cover to cover proves, to our mind, that we are making not only a paper that contains carefully selected and edited material, but also one that is well proportioned and evenly balanced.

The railway executive who directs the destinies of the road as a whole or confines his direction to one or more of the several departments is a busy man. If he is progressive, he reads; and he reads the RAILWAY AGE GAZETTE. He is just as much of a specialist as the operating officer of a division or the subordinate in direct charge of the mechanical, or the engineering, or the signal department; his scope, however, is much broader.

While the RAILWAY AGE GAZETTE, it is true, covers every department of railroading, nevertheless, it is a specialist, for it treats the several subdivisions from the viewpoint of the executive. The details of locomotive, car and signal construction, as well as their many parts and accessories, are confined to our other three publications—RAILWAY MECHANICAL ENGINEER, RAILWAY ELECTRICAL ENGINEER, RAILWAY SIGNAL ENGINEER—while the ENGINEERING and MAINTENANCE OF WAY edition of the RAILWAY AGE GAZETTE takes care of the engineering department. These publications are bibles to the men who are responsible to the higher executive; and that is why these papers live and prosper.

Those who sell what railways purchase and who do not at present advertise (by "advertise" we mean the intelligent use of *real* space) would do well to consult us. We know exactly who's who in a railway organization; therefore, we are in a position to direct intelligently the expenditure of an advertising appropriation.

Consult with us today. The time was never more psychological.

Simmons-Boardman Publishing Co.

NEW YORK CHICAGO CLEVELAND

Charter Members Audit Bureau of Circulations

Railway Age Gazette | Railway Signal Engineer | Railway Mechanical Engineer | RAILWAY ELECTRICAL ENGINEER

How Does This Service Fit Your Needs?

This advertisement is directed to a certain food manufacturer (and his agent). It is *not* intended for Campbell, Swift, Libby, Kellogg, Quaker Oats, American Sugar, Walter Baker, National Biscuit, Beech-Nut, Genesee, Hills, Borden's, Post, Welch, Red Wing or Hungerford Smith because all of these are regular advertisers in St. Nicholas.

YOUR PROBLEM	OUR SERVICE
A—To make customers ask for your product by name instead of naming the general line.	A—For 15 years St. Nicholas has been educating its readers to "buy by name." It has now become their fixed habit.
B—To create active "consumer demand" instead of passive "consumer acceptance."	B—Youngsters have a way of their own of getting what they set their hearts on. There's nothing passive about *them!*
C—To counteract substitution, whether malicious or honest.	C—Children are not sophisticated. No one can make them believe that anything is "just as good" as the things advertised in their beloved magazine St. Nicholas.
D—To impress your package and trade-mark upon those who go to the stores.	D—Nine out of every ten St. Nicholas readers do much of the buying of your kind of goods for their parents—and they *study* St. Nicholas advertisements until they *know.*
E—To acquaint customers with *every* product in your line, and induce them to *buy* them all.	E—Young folks are impressionable and progressive. They respond readily and enthusiastically to an appeal about "Something good to eat—*try* it!"
F-G-H—To make *friends* who will be loyal for life; to sell the *best* people; to sell the *big* families.	F-G-H—St. Nicholas gives you a friendly introduction to young folks at the age (9 to 17) when they are forming life-long *habits;* its readers are the *cream* of the land; per family there are *three* children, father, mother, grandparents and servants.

OUR "SPECIAL COPY" DEPARTMENT is at YOUR SERVICE

ST. NICHOLAS

A Specific Magazine with a Definite Service

Policy of Associated Clubs Attacked by National Commission Member

Opposition of J. F. Jacobs to Enactment of PRINTERS' INK Statute in South Carolina, Brings a Rebuke From the National Vigilance Committee

AN effort is being made to prevent the enactment of the PRINTERS' INK Model Statute in South Carolina, and strangely enough it is under the leadership of a member of the National Commission of the Associated Advertising Clubs of the World—J. F. Jacobs, of Jacobs & Company, Clinton, S. C., representative of the religious press. Not only is Mr. Jacobs a member of the National Commission, but he is also a member of the Educational Committee, the Ways and Means Committee, and president of the Clinton Advertising Club. His opposition has taken tangible form in letters to members of the South Carolina Legislature, as well as to the members of the Charleston and Columbia advertising clubs, which are in effect a direct attack upon the whole policy of the Associated Clubs regarding fraudulent advertising.

It has been made quite clear to the South Carolina Legislature, however, as well as to Mr. Jacobs himself, that he stands alone in his attitude so far as the Associated Advertising Clubs are concerned. The National Vigilance Committee, through its chairman, has taken pains to point out that Mr. Jacobs does not speak for the National Commission or any other official body connected with the clubs, but that he is voicing his personal opinions only "which are almost without echo in the membership of the clubs." The Charleston and Columbia clubs have vigorously repudiated his stand in letters to PRINTERS' INK, and the Columbia Ad Club has adopted resolutions calling for the prompt enactment of the Model Statute.

Mr. Jacobs' arguments (which sound strangely familiar, though it is a long time since they have been seriously advanced), are contained in the following letter to the Hon. Alan Johnstone, Jr., the sponsor for the bill in the Legislature. No extended comment is necessary beyond that contained in the letter from Merle Sidener, chairman of the National Vigilance Committee, which is subjoined. Mr. Jacobs writes:

"CLINTON, S. C., Dec. 23, 1915.

"HON. ALAN JOHNSTONE, JR.

"COLUMBIA, S. C.

"We note in the Columbia *State* that you will offer a bill for passage at the next meeting of the Legislature, making it penal to produce advertising of any sort containing assertions or statements which are untrue, deceptive or misleading.

"The writer strongly opposed the passage of this or a similar bill at the last meeting of the Legislature, and wishes in advance to call your attention to the defects and likely injury of such a law.

"First, as to the defects. Note that it does not make it penal to tell a lie, to falsify, to mislead, or to make untrue statements. It only makes it penal to publish or print in one advertising form or another statements which are untrue, deceptive or misleading. Hence, the man who does not advertise can have his salesman, his clerks or himself do as much deceptive work as he pleases. He may make as many misstatements in regard to the goods, merchandise, securities, services, etc., as he pleases and he will not be guilty of misdemeanor. Yet if he prints, or has printed, any such statements he becomes guilty.

"The man, therefore, who does not advertise can be an honorable man and lie and have his employees lie for him. The man, however, who prints his statements, or publishes them in any way, if they are deceptive is subject to penal statute. Manifestly

this gives a great advantage to the non-advertiser over the advertiser, and if the advertiser is getting the better of the non-advertiser in business the non-advertiser can bring his advertising competitor into disrepute by bringing a case against him before the court, while the advertiser cannot bring a case against the competitor who does not advertise, though that competitor may be guilty of identically the same misstatements and misrepresentations. This is manifestly unfair.

"Now, our house stands for truth in advertising. We are members of the Associated Advertising Clubs of the World. The writer is a member of the National Commission of that body, which is the lower House of Representatives. He is also honored by being a member of the Ways and Means Committee, also a member of the Educational Committee, and also a member of the special committee of the Educational Committee dealing with study courses and lectures.

CANCER CURED AT THE KELLAM HOSPITAL.

The record of the Kellam Hospital is without parallel in history, having cured without the use of the knife, acids, X-ray or radium, over 90 per cent of the many hundreds of sufferers from Cancer, which it has treated during the past eighteen years. We want every man and women in the United States to know what we are doing.—KELLAM HOSPITAL, 161. West Main Street, Richmond, Va. Write for literature.

FROM "BAPTIST AND REFLECTOR," A PAPER WHOSE ADVERTISING DEPARTMENT IS IN CHARGE OF JACOBS & CO.

"Hence, it would be natural to assume that we are intensely interested in the advancement of honest advertising, but we do not believe that this bill will conduce to that result, but rather that it will be an impediment in the way, for honest advertising is a problem of moral suasion and not a subject for legal enactment.

"There is no law on the statute books requiring that people tell the truth. There are laws against perjury, but if a man merely tells a lie in regard to an article of commerce, misrepresenting it, there is no law to cover his case. If you will make your bill broad enough to cover all misleading statements, all falsifications, whether made by word of mouth, or printed, we would stand strongly for the bill, at least in theory. We think it would be inoperative in practice. This last conclusion we reach from the fact that it is so difficult for the courts to construe a law or to determine upon facts that no court in the world has ever yet attempted to define the word "truth." What is truth in religion, for instance, to a Baptist, is false to a Methodist. What is true to a Catholic is repudiated by a Mormon. What the Presbyterian regards as truth a Jew would regard as absolutely false. This is not only true in religion, but true in history. No two historians paint a given character identically the same, or make the same statements as regards facts.

"There is no such thing as absolutely, positively known history. Indeed, it is not possible even for us to form a conclusion in regard to truth in facts in present-day events. Each newspaper paints an incident according to its own idea, and frequently the ideas are in absolute conflict. The various schools of medicine conflict. The various schools of philosophy oppose each other. The various schools in scientific lines oppose each other. There is indeed very little that we can say that is absolutely, positively known to be true, and even in that very little varying forms of statement give divergent points of view."

THE BOGY OF THE NON-ADVERTISER

"Truth is an ideal, it isn't a measuring-rod. It isn't a gallon measure. It is not subject to mathematical definition. Hence, no court in the land could find a rule to measure, and the consequence would be that while some court might happen to hit upon justice on a given case, most other cases would result in injustice.

Six years ago, in 1909, John Wanamaker bought a full page, every day, for five years, in the Brooklyn Standard Union.

At the end of that five years, Mr. Wanamaker made another five-year contract for "full" copy in the Standard Union.

This is the only Brooklyn paper which carries full copy from America's greatest advertiser.

We believe that such a statute would merely be an instrument in the hands of the non-advertiser to torment, annoy, and discredit his successful advertising competitor, and that it would serve no other good purpose.

"We believe too, that the moral suasion of the work of the Associated Advertising Clubs, and of the Church and of moral teachers generally, will gradually bring about a much better reform in advertising than can be accomplished by legislative enactment.

"Dead-letter laws discourage moral progress rather than expedite it. Hence, we urgently recommend that you do not introduce the bill.

"We are taking the liberty of sending a carbon of this letter to the Columbia Advertising Club and to the Charleston Advertising Club. We presume that you have been induced to take this matter up largely through the influence of Associated Advertising Clubs, and the influence brought to bear upon the Associated Advertising Clubs is an influence emanating from a single publication which, while it has secured the endorsement of many clubs and their support, and the passage in many States, we believe has had that support without very careful thought on the part of the supporters, and has rather been taken at its face value on the assumption that the passage of a law brings about the rectification of the evil, which is far from being the fact, as you know; also on the assumption that the courts can define anything, which is entirely too large an assumption, we believe.

"Philosophical study of the underlying principles involved in this bill would, we believe, bring the advertising clubs also to the conclusion that it is a good thing to let it alone, and that the great moral reform now being accomplished in advertising circles throughout the United States and Canada by the great work of the Associated Advertising Clubs will not be benefited, but rather impeded by legislative enactment of this sort.

"PRINTERS' INK would get a great deal of prestige out of the passage of the law in all States, but whether anybody else would be benefited is a question.

"Moreover, if the law were applied to PRINTERS' INK, or to any other publication on the face of the earth, no matter how conscientiously and carefully censored as regards true statements, it would be found that there is hardly an issue without misrepresentation. Moreover, it would not do to say to the advertiser, 'You shall not enthuse over your own goods. You may have the best goods, but you dare not say so for fear that by some accident you might slightly exaggerate and therefore be liable under the law, for punishment.' Such a law would eliminate adjectives from copywriting, would kill the enthusiasm so essential to the advancement of business interests.

"For instance, if you were advertising the South for Northern and Western immigration, you would not dare to pronounce any panegyric upon our climate, natural resources, or other advantages, for fear that you might in some measure misrepresent, exaggerate, or otherwise mislead. The result would be that your advertising wouldn't attract anything at all and would kill the progress of the South so far as it might be produced by advertising to the world its advantages. The same principle applies to advertising any other commodity. The advertis-

(*Continued on page 81*)

CANCER TREATMENT

Proves Successful

It is a strictly medical treatment used internally and externally. Dr. O. A. Johnson, Suite 492, 1320 Main St., Kansas City, Mo., has used this combination treatment for more than sixteen years with remarkable success and without using the knife. It can now be proved by living witnesses who came from many states and received this treatment three to fifteen years ago with no signs of return of the disease. Full particulars and proof of this rational treatment will be sent free to anyone writing for it.

FROM "FIRM FOUNDATION," A PAPER WHOSE ADVERTISING DEPARTMENT IS IN CHARGE OF JACOBS & CO.

Electrical World Engineering Record
Electric Railway Journal
Metallurgical and Chemical Engineering

Members Audit Bureau of Circulations

In These Four Papers

your advertisements are insured respectful attention by the type of men Mr. Benjamin classes as "The Dominant Minority."

EXTRACTS FROM AN ADDRESS BY

CHAS. L. BENJAMIN, Secretary
Klau-Van Pietersom-Dunlap, Inc.
Advertising Agency
MILWAUKEE

"Few of us have opportunity to acquire knowledge at first hand on more than one or two subjects."

"The truth of the matter is that nearly all the opinions we hold are formed by comparatively small groups of men who specialize on subjects of which we are ignorant and who are in turn influenced by our opinions concerning matters on which we are well informed and they are ignorant."

"It is always to the specialist that we turn when in need of information on matters outside the restricted field with which we are personally familiar."

* * * * * * * * *

"These comparatively small groups of men who exercise such incalculable influence on the opinions of their fellow men I call 'The Dominant Minority,' and it is for the purpose of enlisting on the side of the product in which we are interested the favorable opinion of these men that we use the advertising pages of the trade and technical press."

* * * * * * * * *

"When we undertake to advertise a technical product (meaning by 'technical' any article pertaining to a particular art, science, profession or trade) we find that the general public, having no knowledge of the matter on which to base an opinion of its own, is very apt to reflect the opinion entertained by the particular trade or profession to which the thing advertised pertains."

* * * * * * * * *

"There is another angle to this question that we must not overlook. We are all of us too prone to measure advertising by its visible results, to estimate the value of advertising mediums by the 'cost per inquiry,' forgetting that, like the forces of nature, the effects of advertising are often most potent when least perceived."

"I recall one trade paper campaign where for more than a year full-page copy weekly in two publications produced hardly any inquiries at all, but at the end of that time the advertiser was swamped, not with inquiries, but with orders."

"If you advertise you must have faith—faith in the goods you make or sell—faith in the publications you use—faith in the common sense of the people who read your advertisements."

If you have "technical" products to sell and want to know what the above-named papers can do for you

Ask Benjamin—He Knows

PROGRESS PROGRESS PROGRESS PROGRESS PROGRESS PROGRESS PROGRESS PROGRESS PROGRESS PROGRESS PROGRESS

PROGRESS

The Star is Changing the Afternoon Newspaper Situation in St. Louis

The Star's Record for 1915 was one of splendid progress both in advertising and Circulation. In comparison with its afternoon contemporaries The Star's steady advance is attracting the attention of advertisers not only in St. Louis but throughout the United States wherever advertising mediums are discussed.

GAINS IN ADVERTISING

In Local Merchants' Display Advertising

THE STAR . . 327,795 lines GAIN

Nearest Competitor . . 255,639 lines "

2nd Nearest Competitor 225,624 lines LOSS

In Foreign Display Advertising

THE STAR . . . 68,250 lines GAIN

Nearest Competitor . . . 40,125 lines LOSS

2nd Nearest Competitor . 80,103 lines GAIN

In Total Display Advertising

THE STAR . . . 396,045 lines GAIN

Nearest Competitor . . . 215,514 lines "

2nd Nearest Competitor . 145,521 lines LOSS

In the Total Volume of Paid Advertising The Star GAINED 14,868 Lines More Than its Nearest Competitor

PROGRESS PROGRESS PROGRESS

THE BEST LIVING NOVELIST

of society—and the writer who knows most about the leaders of society—is unquestionably Mrs. Humphry Ward. Her great literary talent was discovered by Gladstone. She has taken a distinguished place, not only in literature and society, but in politics.

Naturally Mrs. Ward wishes her newest book, "Lady Connie," to appear in the *one* magazine now recognized as most read by women of American society. With the whole field to choose from, she has selected

HARPER'S BAZAR

The March issue is the Spring Fashions Number

Last forms for March close January 25

ing man and the salesman must be enthusiasts over what they are selling, and they must be allowed some reasonable degree of strong statement in regard to the quality, prices and terms of the commodities which they offer.

"A concern which advertises, that is which publishes its advertising, is open to the condemnation of public sentiment if it lies clearly in the advertising and will certainly bring down such condemnation on its head. A concern, however, which lies in private is not open to such condemnation and rather should be the subject of your attacks under legislative enactment than the safer business house which comes into the open and publishes its statements.

"Advertising houses are generally much more reliable and much more careful to state the truth in their published statements than houses which do not advertise are careful in their private and individual statements.

"Yours sincerely,
JACOBS & COMPANY,
"Per J. F. JACOBS."

Mr. Sidener's letter is also addressed to Mr. Johnstone, but a copy was sent to Mr. Jacobs "to make clear where the Associated Clubs stand in this matter."

"INDIANAPOLIS, Jan. 8, 1916.
"HON. ALAN JOHNSTONE, JR.,
"COLUMBIA, S. C.

"We are indeed glad to know that you contemplate introducing a bill against false advertising (which is the PRINTERS' INK Model Statute) during the coming session of the South Carolina Legislature.

"We are very much interested in statements made to you in a letter written by J. F. Jacobs, of Jacobs & Company, Clinton, S. C.

"The arguments which Mr. Jacobs advances in his letter to you are important if true. In our judgment his arguments against this law are without foundation of fact. In the first place, Mr. Jacobs has, by inference, misrepresented the attitude of the Associated Advertising Clubs of the World in respect to this legislation. We unqualifiedly favor the enactment of the PRINTERS' INK Model Statute in every State in the union. Thirty-two States now have advertising laws. In all of these States we have aided campaigns to have these laws passed.

"Although Mr. Jacobs is president of the Clinton Advertising Club, and is one of the three representatives of the organized religious press on the National Commission of this association, we emphatically repudiate Mr. Jacobs' stand in this matter. He is voicing his personal opinions only, which are not shared by officials of the Associated Advertising Clubs of the World, and are almost without echo in the membership of the clubs.

"This law is not class legislation. A Cincinnati court has pointed out that this law applies to all advertisers alike. It is doubtless already a crime in your State to obtain money by false representations in the sale of goods, and this law regulating advertising is an improvement on existing fraud statutes in so far as it forbids the false and misleading statement in advertising upon which people rely and which is, or may be, the first step in a consummated fraud.

Dr. Osler on Tuberculosis

Sir William Osler, Regius Professor of Medicine at Oxford, says in his "Practice of Medicine" (1892), on page 249: "The healing of pulmonary tuberculosis is shown clinically by the recovery of patients in whose sputa elastic tissue and bacilli have been found. * In the granulation products and associated pneumonia a scar tissue is formed, while the smaller caseous areas become impregnated with lime salts. To such conditions alone should the term healing be applied."

The success of Eckman's Alterative in tuberculosis may be due partly to its content of a lime salt in such combination with other valuable ingredients as to be easily assimilated.

It is worth a trial, unless other treatment already is succeeding. We make no promises concerning it any more than do reputable physicians with their prescriptions, but since it contains no opiates, narcotics or habit-forming drugs, it is safe. Price $1 and $2 per bottle. Sold by leading druggists or sent direct from the Laboratory. We would like to send you a booklet containing information of value and references.

ECKMAN LABORATORY,
23 N. Seventh St. Philadelphia.

FROM "ASSOCIATE REFORMED PRESBYTERIAN," A PAPER WHOSE ADVERTISING DEPARTMENT IS IN CHARGE OF JACOBS & CO.

"This legislation is preventive, and as such it is legally sound. The State courts and the Supreme Court of the United States have repeatedly held that laws penalizing slight or even innocent offenses, in order to prevent more serious crimes, are without constitutional objection.

"It is well to bear in mind that a spoken untruth in the sale of merchandise reaches but few people and its effect is small and soon dies out. But the printed untruth reaches thousands and sometimes hundreds of thousands, and it is of long life. As James Keeley, publisher of the Chicago *Herald,* has expressed it, 'the spoken lie is evanescent, but the printed lie lives on forever. There is no such thing as a white lie in print. Every printed lie is a black lie.'

"Mr. Jacobs is economically unsound in his arguments, especially when he points out that a law compelling advertisers to be truthful in their statements would give the non-advertiser advantage over the advertiser. The fact is that as long as the advertiser is unwise enough to use false or misleading statements in his advertisements, the non-advertiser profits by the distrust and suspicion bred in the public mind against all advertising. As a burnt child dreads the fire, so the person who has had an unfortunate experience with advertising refuses to be influenced again by the medium which misled him.

"Most business men are advertisers to-day, and most business men are interested in the greater productivity of advertising. Advertising can be made more productive when it is made more accurate and reliable in its statements of fact. The greatest need facing advertisers to-day is to build greater confidence in advertising, and that can be done only by making advertising trustworthy.

"Five years ago the PRINTERS' INK Model Statute was drawn up by Harry D. Nims, a well-known member of the New York bar. Mr. Nims searched statutes which might have any bearing upon this law, back to the very beginning of law. He has built it wisely and well. PRINTERS' INK retained Mr. Nims to write this statute and advocated its enactment throughout the country because it realized the need of a law to prevent advertising abuses and preserve public confidence in advertising. In its action PRINTERS' INK was representing the best element of advertising interests in this country, merely representing honest advertising men in the good move to make advertising more worthy of public confidence and patronage.

"We have kept in touch with advertising clubs, business organizations and prosecuting attorneys in every State in which laws exist. We have a record of almost all prosecutions instituted in any of these States. There are not many of these prosecutions, it is true, but wherever they have been brought they have been instituted after moral suasion and business logic failed to turn the unscrupulous advertiser from his unfair and illegal methods.

"It is significant to note that from June, 1914, to June, 1915, out of nearly 900 cases of alleged misrepresentation in advertising investigated by the vigilance committees of advertising clubs, in the United States, only 11 prosecutions were found necessary under advertising laws.

"Experience has taught, and we know whereof we speak, that competitors do not use this law to advance maliciously selfish ends. In the first place, competitors fear public exposure of their motives if they attempt any such course. Even in our vigilance committee work, competitors do not want to appear as complainants in any case, whether handled by moral suasion or by court action. In the second place, prosecutors are not inclined to issue warrants brought by one competitor against another. They are prone to analyze motives and to withhold the warrant if there appears to be anything malicious or vindictive in the competitor's action. Any law may be misused.

(*Continued on page 87*)

You have been reading the Dictaphone advertisements. Did you know who wrote them?

Hanff-Metzger
Incorporated
Advertising Agents
95 Madison Ave., New York

Send for the Hanff-Metzger "Blueprint"

Are YOU Looking Forward To Bigger Returi

Uncle Sam teaches housekeeping

See Article inside

? Our Great Household Number Will Help.

It's YOUR Move. FORWARD M-A-R-C-H!

TO give COMFORT advertisers the fullest possible advantage of the present unprecedented prosperity we shall issue a March Household issue, packed full of buying ideas and inspirations.

It will contain articles on Household Conveniences, Kitchen Kinks, Decorative Furnishings and Kitchen Economy. Two of the big features will be a strong interview with Mrs. Marshall, wife of the vice-president; and an authoritative article on "Uncle Sam Teaches Housekeeping."

This March COMFORT will reach our rural readers at a time when it is easy to get their attention—at a time when housecleaning indoors and the approach of Spring outdoors combine to put them in a buying mood. They are planning repairs and improvements, are buying tools and equipment, are getting ready for another season.

In these days when Boards of Directors are holding Advertising Departments to such "strict accountability" it becomes increasingly necessary to use ***Magazines That Pay.*** COMFORT is the best of them—and the March forms close Feb. 10.

W. H. GANNETT, Pub., Inc.

AUGUSTA, MAINE.

New York Office: 1628 Aeolian Hall
WALTER R. JENKINS, Jr., Representative

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

The Choice of Two Hundred and Eighty Advertising Analysts

When a committee, composed of 280 of the keenest and most critical advertising agents, unanimously agree—

When these shrewd, unbiased judges of selling power say "It is our choice"—

Is that proof enough for you?

Advertising is not a game or a gamble with the advertising men of today. It is business—a business without personal preference or prejudice — a business where selling influence and buying power are the only elements that count.

280 general advertising agents throughout the United States placed more business in "The Record" during last year than in any other morning newspaper in Philadelphia.

Philadelphia is a city of individual homes, and "The Record" is delivered by carrier each morning to a greater number that may be classed as "worth-while" than any other newspaper, morning or evening, giving the quantity of quality essential to success.

The Philadelphia Record

Philadelphia's Home-Delivered Newspaper

Record Bldg. Philadelphia

Chicago Representatives
Hasbrook, Story & Brooks
Peoples Gas Building

New York Office
J. F. Finley, Mgr.
Flatiron Bldg.

"The mere fact that this law exists upon the statute-books of the State, sets up for business men standards to which they adhere of their own volition. Business men as a class do not attempt violations of the law, but without the law, misrepresentations in advertising may run riot. Even honest business men feel that they are forced to misrepresentations by the liberal use of misstatements in the advertisements of unscrupulous competitors, upon whom no legal restraint is placed.

"It has been said that 'competition is the life of trade,' the whole truth is, that honest competition is the life of trade and untruthful advertising is a vicious, insidious form of unfair competition, which leads to demoralized trade conditions and smaller profits on every hand.

"Not only does misrepresentation in advertising deceive the public, but it actually results in lost patronage to the merchant using it, in the long run, and to the harm of all business. The misleading statement is a boomerang. It undermines public confidence in all advertising and weakens the power of the printed word to produce results for even the most truthful advertising.

"You will bear in mind that this law only forbids *statements of fact* which are untrue, deceptive or misleading. It is easy enough for your courts to decide whether or not a statement of *fact* is involved in any alleged violation of this statute. The law does not attempt to limit or hinder any advertiser in praising merchandise or in the sincere expression of mere opinion. It may be unwise to boast vauntingly in advertising, but that is a question of individual practice and is not controlled by this law."

WILL HELP EVERY HONEST ADVERTISER

"It is foolish and ridiculous for any advertising man to assert that this law will in any way dampen enthusiasm in advertising, or weaken the lure of well-written copy. Every advertisement is entitled to its legitimate lure, and it is the function of this law to build up respect for advertising by cutting out the deceptions and falsehoods. If it is truthful, clean and reliable it will have increased efficiency.

"This law will help every honest advertiser in your State. The only advertiser whom this law will hinder is the advertiser who unfairly markets his goods by false or deceptive statements, or the advertiser who wants to misuse advertising by employing its remarkable power to market a dishonest product.

"Reputable business men are, as a rule, extremely careful in their advertising statements. They have found that to deceive people through advertising is foolish. But there are those who have not yet discovered this fact. There are still others who are unscrupulous and are in business only for quick, temporary profits, often obtainable by glittering misrepresentations in advertising.

"Honest business needs protection from the ignorant advertiser and from the unscrupulous advertiser—protection which this law will give. The public needs protection from exploitation by misleading advertising. All of us are

SISTER: READ MY FREE OFFER!

I am a woman.
I know a woman's trials.
I know her need of sympathy and help.

If you, my sister, are unhappy because of ill-health, if you feel unfit for household duties, social pleasures, or daily employment, write and tell me just how you suffer, and ask for my free ten days' trial of a home treatment suited to your needs. Men cannot understand women's sufferings. What we women know from experience, we know better than any man. I want to tell you how to cure yourself at home at a cost of about 12 cents a week.

If you suffer from women's peculiar ailments causing pain in the head, back, or bowels, feeling of weight and dragging-down sensation, falling or displacement of pelvic organs, causing kidney and bladder weakness or constipation and piles, painful or irregular periods, catarrhal conditions and discharges, extreme nervousness, depressed spirits, melancholy, desire to cry, fear of something evil about to happen, creeping feeling along the spine, palpitation, hot flashes, weariness, sallow complexion with dark circles under the eyes, pain in the left breast, or a general feeling that life is not worth living.

I INVITE YOU TO SEND TODAY FOR MY FREE TEN DAYS' TREATMENT

and learn how these ailments can be easily and surely conquered at home without the dangers and expense of an operation. When you are cured, and able to enjoy life again, you can pass the good word along to some other sufferer. My home treatment is for young or old. To Mothers of Daughters, I will explain how to overcome green sickness (chlorosis), irregularities, headaches, and lassitude in young women and restore them to plumpness and health. Tell me if you are worried about your daughter. Remember, it costs you nothing to give my home treatment a ten days' trial, and does not interfere with daily work. If health is worth asking for, then accept my generous offer and write for the free treatment, including my illustrated booklet, "Woman's Own Medical Adviser." I will send all in plain wrappers postpaid. To save time, you can cut out this offer, mark your feelings, and return to me. Send today, as you may not see this offer again. Address,

MRS. M. SUMMERS, • • • • Box 206 SOUTH BEND, IND.

FROM "FIRM FOUNDATION," A PAPER WHOSE ADVERTISING DEPARTMENT IS IN CHARGE OF JACOBS & CO.

inclined to believe that what we see in print is true. We have a right to rely upon printed statements of fact which are offers to sell us merchandise or service.

"Mr. Jacobs makes the point that it is no crime merely to tell a lie. But it is a crime in every State to obtain money under false pretenses in the sale of goods. Advertising is printed salesmanship, and untrue advertising is the worst form of lying, and should be prohibited by every State.

"You will note in the enclosed booklet a quotation from the Boston Chamber of Commerce report which shows that, after painstaking investigation, that body found the PRINTERS' INK Model Statute to be successful in its workings, and of great service to all honest advertisers. Our work, our investigations and our knowledge entirely support the findings of the Boston Chamber of Commerce.

"Because the law has not been used to any great extent in any State is no sign that it is a dead letter. On the contrary, the law has been a mighty live factor in developing more productive advertising and better business in every State where it has been enacted. This has not been done by harsh prosecution methods. Yet, with the law behind the educational and co-operative methods of advertising clubs and other business organizations, splendid results have accrued to modern business everywhere.

"The Post-Office Department has co-operated closely with our organization, and has taken a decided stand against untruthful advertising. The Postmaster-General in his recent report, commented very favorably upon the work of advertising men and business men which is bringing about more truthful advertising. And all of this work has been made possible and effective by proper legislation.

"We believe firmly that the PRINTERS' INK Model Statute is the best law of its kind which could possibly be enacted in South Carolina under present business and advertising conditions. It has proven successful everywhere, and it will prove successful in your State.

"The eyes of the nation are upon South Carolina in this matter. The Associated Advertising Clubs of the World sincerely hope that you will introduce this bill and fight for its enactment, despite the efforts of Mr. Jacobs, or any other man or any group of men influenced by opposing arguments. The legislation will prove popular in your State as it has proved in Louisiana, New Jersey, Missouri, Minnesota, Ohio and the other great States in which it has been enacted.

"We stand strongly behind you and the Columbia Advertising Club and the Charleston Advertising Club, and the other honest business interests of the State. We will fight with you every step of the way and employ every honorable means possible to help you place this good, necessary, constructive legislation upon the statute-books.

"NATIONAL VIGILANCE COMMITTEE,
"MERLE SIDENER, Chairman."

Wurlitzer Making Dwarf Piano

The Rudolph Wurlitzer Company placed on display in its Chicago and Cincinnati stores early in January a piano of entirely new design. It might be described as a "baby upright," being less than four feet in height, having a folding keyboard of seven octaves, and having a depth of little more than a foot when the keyboard is folded upward and locked. Its weight is 385 pounds.

The company believes there can be developed an active demand for this small instrument for use on private yachts, private cars, in hotel suites, boudoirs, and in musical acts. It is probable also that it will be pushed in the export field, as its small size and light weight will make for economy in shipment.

Promotes Slack Season Sales

The Dow Wire & Iron Works, of Louisville, Ky., has started an unusual newspaper campaign, the purpose being to sell fly-screens. The argument presented is that, by having screens made now and stored by the manufacturer until wanted when warm weather arrives, the user will save money, as lower prices will be quoted during the dull than in the rush season.

6

The Reader's Guide

Conducted by May Lamb[illegible] Becker

This Department will assi[illegible] selection of books for special purposes, such as Reading Lists, Club Papers, etc. [illegible] does not exclude those of earlier publication, it will devote particular atte[illegible] books of recent issue.

THE EVENING POST: NEW YORK, SATURDAY, JANUARY 15,

M. R. B.—Will you please tell me who are the best short-story writers now publishing in America?

This is the sort of question that makes me hasten to turn off some of the responsibility to some one else, "best" being such an elastic word. Mr. E. J. O'Brien, of the Boston *Transcript*, chose for the five best short stories of 1914, in order of merit, "Brothers of No Kin," by Conrad Richter, in the *Forum;* "Addie Erb and Her Girl Lottie," by Francis Buzzell, in the *Century;* "A Simple Tale," by John Galsworthy; "The Bravest Son," by Mary Synon, and "The Triumph of Night," by Edith Wharton, all three in *Scribner's*. Leaving out the English contingent, here is something to beg n with.

Of recent collections in book form, I should place at the head the two volumes by Katherine Fullerton Gerould, "Vain Oblations" and "The Great Tradition" (Scribner; each $1.35), and Arthur Sherburne Hardy's "Diane and Her Friends" (Houghton Mifflin; $1.25). Their psychologic value, the sure yet delicate handling, put them in the line of the "great tradition" of the American short story, though Mr. Hardy's background is French. x x x x x Good stories are pretty generally distributed through the magazines, but if I could have but two, I would choose *Scribner's* and the *Atlantic*.

If advertisers were to select advertising media (entirely) for their editorial worth Scribner's would be at the top of most lists

For more than 30 years THE BREEDER'S GAZETTE has gone up and down the highways and the byways of the English-speaking world bearing its message of good live stock as the backbone of all good farming.

It makes its appeal to the good sense and the understanding of men who take farming to be a practical business proposition, to be studied in the light of all available facts.

It goes to them only upon invitation, breaking in unasked upon no man's privacy.

Quality of contents the only inducement offered subscribers—no premiums, prizes nor inside rates for anyone.

If you are seeking business in the farm field THE GAZETTE can introduce you to the farm owner who has made a success of his business.

THE BREEDER'S GAZETTE,

542 South Dearborn Street, CHICAGO.

Member of Audit Bureau of Circulations

GEORGE W. HERBERT, Inc.
Western Representative,
600 Advertising Bldg.,
CHICAGO, ILL.

OF KNOWN VALUE
STANDARD
FARM PAPERS

WALLACE C. RICHARDSON, Inc.
Eastern Representative,
41 Park Row,
NEW YORK CITY.

Selling Help Advertisers Should Look to Trade Journals For

Suggestions for New Uses That Would Broaden a Market—One Way of Developing Neglected Opportunities

By Charles L. Benjamin

Secretary, Klau-Van Pietersom-Dunlap Agency, Milwaukee, and Formerly Advertising Manager, Cutler-Hammer Manufacturing Company, Milwaukee

Address delivered before Chicago Trade Press Association, January 10.

TWENTY-EIGHT years ago I left my home town to seek work in New York and found it in the office of a trade-paper publisher. From that day to this my life has been spent among publishers and advertisers. I have been an editor, and for a good many years I have been an advertising manager, and so if I venture to-night to suggest some of the ways in which I think trade-paper publishers can help their advertisers, I want you to feel that what I say is not in the nature of criticism from one outside the fold, but rather in the way of suggestions from one of your own family, who is not unmindful of the tremendous progress that has been made in the field of class journalism within the past quarter of a century.

How could I fail to be impressed with the progress that has been made when I think of those first trade papers with which I was connected. There were four of them, not one of which, I believe, survives to-day, except as a memory. But they were in their day leaders in their respective fields, and they were typical of the average trade paper of 25 years ago.

The editorial force was small and poorly paid. The stuff we printed consisted largely of trade notes, personal items and write-ups for our advertisers. Our printed rate-cards represented nothing but a basis for arbitration, and our circulation was nobody's business but our own. Our advertising manager was one of the old school, who, if he failed to convince a prospect that advertising in our publications would help him, would take the other tack and remind him that we were in a position to hurt him if he didn't advertise.

It is needless to say that the advertisements were as bad as the methods used to obtain them. The advertisers rightly considered them a sop to the publication, and the same quarter pages and eighth pages would run unchanged week after week and month after month, because the advertisers felt that the space did them no good, anyway, except to prevent adverse comment, and the publishers were not inclined to encourage change of copy, because that meant additional expense in the composing-room.

How greatly things have changed in the class-journal field I need not tell you. The trade and technical publications of to-day are not leeches, but leaders. They are doing constructive work; work which is of benefit to the industries they represent, and which could only be done by such splendid and costly organizations as are maintained by the leading trade and technical publications. Advertising rates are based on cost of production, circulation books are open to the advertiser and there is a real community of interest between the trade-paper publisher and the merchant or manufacturer who uses the advertising pages of the publication.

ADVERTISER DESERVES HELP OF PUBLISHER

The advertiser is entitled to all the help you can give him, because it is from him that you derive the funds that enable you to conduct your business. The time has long since passed when more subscribers meant more profits. Every subscription to-day means a

loss, for the trade paper that costs the subscriber three dollars for 52 issues costs the publisher three or four times that sum to produce. The subscriber is only valuable to you because he is a potential customer of your advertisers. This fact is of itself beneficial to your advertisers because it leads you to seek not circulation merely, but circulation with purchasing power. As publishers you have just two things to sell: news—trade information—which you sell at a loss to your subscribers, and access to the possible customers which you sell at a profit to your advertisers.

The importance of the advertiser to the trade-paper publisher being taken for granted, the question is: In what ways can you assist this good customer?

Perhaps the experience of the advertiser himself may contain a suggestion for you. The trade-paper advertiser is usually a manufacturer, and in former years manufacturers considered that the advertising and sales departments had done their whole duty when the output of the factory had been disposed of to dealers. It was the dealer's business to secure customers for the goods he had purchased from the factory. But it was discovered in time that the dealer could dispose of the goods more quickly, and would thus be sooner in the market again, if he had the assistance of the factory in disposing of them; and so it came about that the manufacturer began to study the dealer's problems, and, having in his sales force a well-organized body of trade investigators, he was able to formulate effective selling plans for the dealer that the latter would never have been able to devise for himself.

Moreover, the manufacturer, having advertised his goods to the dealer, went a step further and advertised them to the consumer as well, thus creating a consumer-demand that cleared the dealer's shelves and made him anxious to continue business relations with a concern whose interest in his welfare continued after the goods were delivered and the bill paid.

Now, the relation of the trade-paper publisher to his advertiser is somewhat similar to the relation of the manufacturer to the dealer. The dealer buys the manufacturer's product because he hopes to make a profit on it, and the manufacturer buys your advertising space because he, too, hopes to make a profit on it.

If you consider that you have done your whole duty when you place at the disposal of an advertiser a certain amount of space for a stipulated price, then you are pursuing a policy similar to that which stocked the dealer's shelves and left him to dispose of the goods purchased as best he could. But if you will profit by the experience of the manufacturer, you will use your knowledge of the trade or industry your publication represents, your facilities for conducting trade investigations and the influence which your journal has with its readers, to the end that no advertiser should be loaded up with advertising space and then left to make the best use of it he can. Just as co-operation with the dealer after the goods are sold to him is profitable to the manufacturer so will co-operation with the advertiser after the advertising contract is signed be profitable to the trade-paper publisher.

A DEPARTMENT THAT POINTS TO ADVERTISING

I am not an advocate of the free write-up, or trade note, unless it possesses real news value, but I believe it would be both possible and profitable to create somewhere between the reading pages and the advertising section a department which would focus the attention of the reader on the goods advertised in your publication. This does not mean that in every issue you must make some mention of each advertiser's product, but that the various classes of goods advertised in your publication should be grouped together in articles designed to place before the dealer in convenient form for ready reference all of the information contained in the various advertisements of one class, together with such ad-

This is the way the Editor of the American Magazine regards his readers:

Most of them have to work for a living.

They want to make money, save money, and increase their personal efficiency.

They are anxious to keep in good health.

They want to get on in the world. They want their town to get on. They want this country to get on.

They have obligations and responsibilities to meet. They want to meet them fully and wisely.

They are just as acquisitive for new facts and ideas as they are for money. Both look good to them.

They must have relaxation and entertainment.

They love stories—both true and imagined.

They enjoy hearing the personal experiences of others. One interesting personal experience is more entertaining and valuable than forty abstract essays.

They enjoy a vision of the future—a vision of better years ahead for them and better and more wonderful years ahead for the country. People who talk exclusively about the past don't interest them long. They like people with curiosity about what is going to happen. They want to associate with people who have hopes and ambitions as well as good records.

THE AMERICAN MAGAZINE strives to recognize human beings as they are, and to reach out and meet them not only in their intensely practical moods but in their recreative and speculative moods. Some pages interest the reader one evening and other pages interest him another evening. Our purpose is to make THE AMERICAN MAGAZINE a good thing to have around the house throughout the month—until it has been thoroughly read, thoroughly enjoyed, thoroughly *used*. Great stress is laid on the last point. Every effort is put forth to make the magazine *serve*, both in a material way and in a spiritual way.

THE EDITOR

Achievement—

IN February 1916, The Theatre Magazine carried 13,970 lines of advertising against 7,924 lines of advertising in 1915.

An increase of nearly **100%**

That the Theatre Magazine is a unique medium to carry your message to the homes of exclusive people is further demonstrated by the fact that the following firms, in addition to our regular advertisers, have contracted for large space to be used in 1916.

Edward I. Farmer (Lamps)
Franco-American Food Company
Gorham Company
The H. W. Gossard Company
Hickson & Company
A. G. Hyde & Sons (Heatherbloom)
Kissel Motor Car Company
The Knox Company
Gebrüder Mosse
Oneida Community Silver Co.
Rogers & Thompson, Inc., Silks
Vivaudou, Paris (La Boheme perfume)
Simplex Automobile Company, Inc.
Warner Brothers (Redfern Corsets)
Wilson Distilling Co. (White Rock)
Willys-Overland Company, etc. etc.

The Theatre Magazine, 8 W. 38th Street, N.Y. City

PAUL MEYER, Advertising Manager

Endorsed by Playgoers
—Representative members of the Profession.
—Public Libraries throughout the country.
—And "live" people generally.
Subscribed to by hundreds of clubs, both social and literary.

Western Reps.
GODSO & BANGHART
Harris Trust Bldg.
Chicago, Ill.

New Eng. Rep.
H. D. CUSHING
24 Milk Street
Boston, Mass.

ditional information as may be gleaned from your advertiser's catalogues or from interviews with dealers or consumers.

Articles of this nature would be of value to the reader as well as the advertiser, and might be used as an introduction to the advertising pages or inserted in the advertising section.

Another service that trade-paper publishers can render their advertisers is to find new uses for the products advertised in their publications. It is a mistake to assume that a manufacturer knows all the possible uses of the product he manufactures. As a rule he manufactures to meet the requirements of a particular class of trade with which he is familiar, but there may be ways in which his product could be utilized in other trades with which he is not familiar. In time, it is true, he may and probably will discover these other applications himself, or, what is more likely, someone familiar with the requirements of some trade with which our manufacturer is not acquainted will see the product somewhere, realize that it can be used to advantage in his line of work, and write to the manufacturer regarding it. But this is leaving to time and chance a thing that trade-paper publishers might, by co-operative action, bring to pass quickly.

PUBLISHER MAY FIND NEW FIELDS FOR ADVERTISER

Let me illustrate what I mean by an example that comes within my own experience. A company manufacturing electrical apparatus did considerable business with coal mines. Because of their familiarity with this industry they were able to develop apparatus suited to the requirements of coal mines, and, among other things, they developed a magnetic pulley. This consisted of an electro-magnet, cylindrical in form and provided with a shaft that enabled it to be mounted in bearings, on which it revolved. A conveyor belt passed around this magnetic pulley and on this belt the lumps of coal were carried to the crushing machines in which "run of mine" coal is broken up into the commercial sizes, known as "egg," "stove," "pea" coal, etc.

The purpose of the magnetic pulley is to protect the crushing machine from damage due to stray bits of iron or steel passing into the crushers with the coal. These bits of "tramp" metal, as they are called, may be a nail or a nut, or more often a broken pick-point or drill-point. A small piece of iron or steel mixed with the coal is quite likely to cause considerable damage to the crushing rolls and may even cause a shutdown until repairs can be made. The magnetism of the pulley, having no attraction for coal, which is non-magnetic, permits the lumps to fall off the belt into the hopper of the crushing machine; but any bit of iron or steel, no matter how small, which may be mixed with the coal is attracted by the pulley and is held in contact with the belt until it passes around the pulley, when the "tramp" metal falls off from the under side of the belt but clear of the hopper. Thus all bits of metal which might injure the crushing rolls are automatically separated from the coal and this separation is effected by a piece of apparatus occupying only a few feet of space and costing only a hundred dollars, or so, to install.

Now, the point is this: The magnetic pulley was developed some ten years ago for use in the coal-mining industry. It was sold in the beginning only to coal mines. But ten years ago there were a dozen other industries in which this magnetic pulley could have been used to advantage. Little by little, and always by chance, knowledge of these other applications have come to the manufacturers of the pulley, but there are doubtless scores of other uses for it that have not yet been discovered.

One of the first industries to adopt it after the coal mines had been using it for several years were the cement mills. Cement in the process of manufacture is also passed through crushing rolls, or pulverizing machines, and these machines, like the coal-crushers, were frequently damaged by bits of metal getting into them. The

magnetic pulley was just what the cement mills wanted; but the manufacturer who developed the pulley for coal mines wasn't familiar with the requirements of the cement industry at that time, and the cement mills didn't know that the coal mines were using an inexpensive machine that they also could use to advantage.

Rubber in the process of manufacture is passed through rolls. Linoleum in the process of manufacture is passed through rolls. The blocks of wood from which the wood pulp used in the manufacture of paper is made are shredded in crushing machines. Wheat is milled by passing it between rollers, and flour mills, as you know, are occasionally blown up by a spark igniting the explosive mixture that results when fine flour dust is mixed with air —just such a spark as would be caused by a bit of metal falling with the grain into the milling machine. Here are a few examples of industries that might profitably employ the magnetic pulley to protect their plants, their machinery, or their product from injury. And yet it has taken ten years for knowledge of the magnetic pulley to spread to these other industries.

Isn't there something wrong with trade-journalism when a useful device, designed for one industry, but which could be profitably used by a score or more of other industries, remains for years unknown to these other industries and is then only discovered by chance?

I will tell you what I think is wrong. There is not enough cooperation among trade and technical journals. A trade-paper man is a specialist, and, like all specialists, he is in a rut. He knows his own particular rut as, probably, no other man knows it, but he knows nothing, or very little, of the other ruts—the other industries outside of the particular industry covered by the publication with which he is connected. His vision is microscopic—it ought to be telescopic as well.

Perhaps it is too much to expect one man to have both the intensive knowledge necessary to the conduct of a trade paper and the extensive knowledge without which he cannot hope to profit the industry he represents by the lessons to be learned from other industries; but surely it should be possible to so organize the staff of a trade or technical publication that some shall be microscopes concentrating on the industry covered by the publication, and some telescopes sweeping the horizon to discover what may be learned from other industries.

Take the men connected with a single trade or technical publication and you will find that even among themselves they are specialists, each with a certain function to perform, but with no comprehensive knowledge of the requirements of the other departments of their own business. What does the editorial department know of the requirements of the advertising department? What does the advertising department know of the requirements of the editors? Nothing! And yet each possesses, or should possess, knowledge that would be of service to the other.

SOLICITORS SHOULD BE INFORMATION-BEARERS

For nine years I was advertising manager of a large manufacturing concern whose factory buildings covered two city blocks. Nearly every week two or three advertising solicitors connected with trade papers would drop in on me, talk advertising and go away again, sometimes with a contract, sometimes without. They were interested in just one thing —getting advertising for their publication. Although these men were traveling constantly, visiting thousands of plants in the course of a year, in many of which apparatus manufactured by the company with which I was connected must have been in use, they never brought me any information that I could use in my advertising—never a hint as to where an interesting installation of our apparatus might be found—never a photograph that I could use in my advertisements.

My problem was to prove the merits of the apparatus manufac-

Supplementing his own varied experience in specialized advertising and merchandising

MR. HARRY PORTER

for intensive service to his clients, has associated with him experts in various industrial lines whose individual records will be detailed in subsequent announcements

THE
HARRY PORTER COMPANY
Advertising and Merchandising Counsel
18 East Forty-first Street
New York

A Continuous Growth

The Milwaukee Journal's growth extends over the period of its entire existence—it never had a set-back; never had a boom.

It never gave a premium in order to secure or retain a reader.

It relied entirely upon making a better newspaper—had faith in the belief that it would continually win through superior worth.

This Record, covering the past 15 years, shows that our faith was well founded.

DAILY AVERAGE CIRCULATION

	1905	1910	**1915**
January	37,603	59,492	**92,813**
February	38,776	62,871	**96,081**
March	39,207	62,427	**97,700**
April	40,363	63,995	**101,565**
May	40,732	64,520	**101,457**
June	41,200	63,860	**103,141**
July	40,786	62,652	**101,625**
August	42,402	63,110	**102,775**
September	42,598	62,704	**103,051**
October	41,052	64,884	**104,830**
November	41,635	62,871	**102,713**
December	41,157	61,927	**104,138**

Our Present Circulation is in excess of the next two nearest dailies **combined.**

☞ADVERTISING RATE, 10 CENTS FLAT☜

The Milwaukee Journal

Wisconsin's Greatest Newspaper

O'MARA & ORMSBEE, INC., Foreign Advertising Representatives
NEW YORK CHICAGO
(Member of A. B. C.)

tured by the company that employed me. The evidence I wanted these advertising men might have obtained for me, because they were continually coming into contact with people who used our apparatus and who would have been willing to testify to its merits if they had been questioned concerning it. *I* couldn't ask them to do so, because I didn't know where they were, the product of our factory being sold mainly to other concerns that made the actual installations and who, when I approached them for information, refused to give it for fear that my object in seeking it was to solicit future business direct.

Here was a case where the advertising solicitor could, without much trouble to himself, have secured information that would have been very valuable to me, that would have put me under obligations to him, that would have made me welcome him with open arms whenever he turned up, and have made it simply impossible for me to refuse to advertise in his publication, and yet I cannot remember that in all of those nine years an advertising solicitor for a trade paper ever approached me with anything more helpful than a rate-card and a sworn statement of circulation.

SOME TRADE PAPERS LACK INTERNAL CO-OPERATION

Now, these men were bright fellows, but they were in a rut—the advertising rut. They thought of nothing but getting more advertising for their publication. They were not interested in anything else. Sometimes I would take one of them through the factory and show him the various types of apparatus we manufactured and explain the uses of it to him, but, so far as I know, none of this information ever reached the editor of the publication, and yet there was one or more good stories in every department of that factory. I know that, because on the one or two occasions during those nine years when one of the editorial staff dropped in on me, he found lots to write about and would express surprise that they hadn't heard of these things before.

"Why, I told Soandso about that only a week or so ago," I would reply.

"Did you? Well, of course, we wouldn't hear of it through him. He's connected with the advertising end of the business."

You see! Even in your own organization there is a lack of co-operation between the various departments. Why should the fact that I am connected with the advertising department of a publication prevent me from tipping the editors off to a good story when I run across one? Why, if I am connected with the editorial department, should I not study the advertising pages and, in the light of experience gained in visiting many factories, in the fullness of my knowledge concerning various industries, should I not dictate a letter to one of our advertisers and say:

"My Dear Sir: I wonder if you know that in such-and-such a factory in Cleveland there is an interesting installation of the apparatus advertised by you in the January 6th issue of our publication. It is used in connection with . . ." and so on.

Or this—"My Dear Sir: I notice that in your advertisement in our issue of January 6th you illustrate a piece of laboratory apparatus designed to indicate variations in atmospheric pressure and so constructed that a slight increase in the pressure for which the device is adjusted will close an electric circuit to a signal lamp. I am wondering whether, with slight modifications (such as the substitution of an alarm bell for the signal lamp), this device would not find a ready market in the coal fields of Pennsylvania and West Virginia, where, it would seem, such a device might be used to indicate the presence of a dangerous amount of coal-gas in the mines."

Whether the suggestion made could be acted upon or not, such a letter would certainly indicate a desire to be helpful, and it would go far towards proving what many of us doubt—that editors are familiar with the things

advertised in their own publications.

The establishment of service departments to help the advertiser in the preparation of his copy has been tried by a number of trade and technical publications. These service departments have done much to increase the interest and typographical appearance of the advertising pages, and they are particularly useful to the small business which has not yet attained to the dignity of an advertising department of its own. But to the large users of advertising space—concerns big enough to have an advertising department of their own—most of them are of little value. And I will tell you why. The service department never succeeds in getting outside of the information furnished by the advertiser. The first request of the service department is for a copy of the manufacturer's catalogue and other printed matter. Out of this old material the service department fashions an advertisement, they revamp the old illustrations, they supply a decorative border, but this is the extent of their helpfulness.

This isn't what your advertiser wants. He can sponge and press his old suit himself; what he wants you to do is to make him a new suit out of material that he has not been able to obtain. And why should you not be able to do this? You are the clearing-house for information relating to the trade or industry your publication represents. You know, or ought to know, more about the requirements of your particular field than any single manufacturer that caters to that field. You have the machinery for gathering information. You have the men capable of writing forceful English. You have a world of acquaintances, each possessing special knowledge which is yours for the asking. Give me the opportunity to use the facilities that already exist in the office of any well-conducted trade or technical publication and I will make the advertising pages as interesting as the reading pages. Why shouldn't I? What advantage will the editor have over me when I possess the same facilities that he has for gathering information, when I can use the same men for putting my stories into shape.

I foresee a day when the advertising pages of trade and technical publications will be as informative, as useful, as interesting as are the pages compiled by the editorial staff—when working side by side with the editor-in-chief will be an advertising editor, whose business it will be to pack the advertising pages so full of information of vital interest to readers of the publication that not a single page will be skipped—when, instead of a heterogeneous collection of unrelated fragments of information, advertisements bearing on the same subject or of interest to the same class of purchasers will be fused into a homogeneous department bristling with information too valuable to be passed lightly by.

SELLING SPACE WITH A PLAN

Let us profit by the experience of the dealer in real estate. The old method of selling city lots was to divide the land into spaces of a certain size, just as you divide your advertising pages, and to sell them to whoever would buy without restrictions as to the use that was to be made of them and without assistance from the dealer after the lots were sold.

To-day when a new sub-division is opened, streets and pavements are laid, water and gas mains are run to the various lots ready for connection when the houses are built, saloons, stores and apartment houses are forbidden in the bill of sale, provision is made that no residence costing less than a certain amount shall be erected, all houses are required to be built on a given line at a certain uniform distance from the street, and after the lot is sold the dealer assists the purchaser with building plans and loans, so that the vacant land may be quickly covered with attractive homes, each unit fitting into the general plan, and the value of the unsold lots increasing as the barren land becomes transformed into an attractive residence section.

Compare this result to what

We EMPLOY SPECIALISTS in

Ideas
Layouts
Pretty Girl Illustrations
Character Studies
Men Drawings
Landscapes
Baby Illustrations
Factory Drawings
Automobiles
Lettering
Decoration
Posters
Bird's-eye Views
Farm Life
Wild Animals
Domestic Animals
Marine Life
Small Town Life
Still Life
Men's Fashions
Women's Fashions
Portraits
Cartoons
Railroad Drawings
Telephone Drawings
Mechanical Drawings
Electrical Appliance Drawings
Public Service Corporation Drawings
Costume Drawings
Food Products
Toilet Preparations
Underwear
Fabrics
Drugs

WE DO

Magazine Drawings
Newspaper Drawings
Booklet Drawings
Folder Drawings
Poster Drawings
Label Drawings
Trade Marks
Name Plates
Packages
Calendars
Street Car Cards
House Organ Drawings
Cut-Outs
Window Cards
Hangers

WE WORK IN

Pencil
Pen and Ink
Wash
Oils
Water Colors
Distemper
Rossboard
Stipple
Gray Board
Pastel
Grease Crayon
Scratch or Chalk Board
and
Aniline Colors.

THE ETHRIDGE ASSOCIATION OF ARTISTS

NEW YORK STUDIOS
25 E. 26th Street

CHICAGO STUDIOS
220 So. State Street

Minnesota Farmers Own 46,000 Automobiles

That Minnesota farmers own 54 per cent of all automobiles in the state, is shown by The Farmer's Annual Minnesota Automobile Census for 1916.

This report, now ready for distribution, shows that farmers not only own more cars than any other class of people in the Northwest, but that they are buying most cars per capita and that there is a field for the sale of a hundred thousand more automobiles to farmers in the one state of Minnesota.

We will be glad to send a copy of our 1916 census to anyone who is interested in automobile sales in Minnesota.

Minnesota conditions are typical of conditions in the entire Northwest.

The Farmer covers not only Minnesota, but the Dakotas, Montana, Northern Iowa, and Western Wisconsin. This territory constitutes one of the best automobile sales fields in America, and The Farmer is the medium through which these prospective automobile buyers can most efficiently and economically be reached.

THE FARMER

WEBB PUBLISHING COMPANY, Publishers
St. Paul, Minn.

George W. Herbert, Inc.,
Western Representative,
600 Advertising Bldg.,
Chicago, Ill.

OF KNOWN VALUE STANDARD FARM PAPERS

Wallace C. Richardson, Inc.,
Eastern Representative,
41 Park Row,
New York City.

Guaranteed Circulation, 140,000.
Members Audit Bureau of Circulations.

happened under the old methods of selling real estate. The dealer was then interested only in finding a purchaser for the lots, just as you are now interested only in disposing of your advertising space at a profit. Every purchaser did as he pleased with his own lot, and the result was a hodge-podge of dwellings, neighborhood stores and apartment houses, big and little, cheap and expensive, attractive and unattractive, all jumbled together like the advertisements in your publications.

Now, the only difference between these two methods of selling, which produce such widely different results, is that in one case there is a plan, and in the other there is none. In the one case there is active and intelligent co-operation with the purchaser after the sale is made, and in the other the seller's interest in the transaction terminates when the purchase price is paid. If this is good policy in the real-estate business, where the same customer is seldom in the market for a second lot, why should it not be good policy in a business where the same space can be sold to the same customer week after week, month after month and year after year?

ADVERTISING MUST PAY, TO BE PERMANENT

Let me sum up in a few words the substance of what I have said. It seems to me that if trade and technical publications are to give their advertisers the help that the advertisers need, and which, I believe, they deserve (because without the revenue derived from advertising the trade press would dwindle to insignificant proportions), you must recognize the fact that the only advertising that is permanent is advertising that pays the man who pays the bills, and you must put the whole power of your organization squarely back of your advertisers. You have not done enough when you place at the disposal of the advertiser a specified amount of space for a stipulated sum.

Ninety per cent of the advertising that appears in magazines of general circulation is placed through advertising agencies. Do you know why? It is because advertising agents have learned that the purchase of space, the writing of copy, the making of illustrations are not the vital factors in the success of an advertising campaign. Success depends upon the knowledge of trade conditions, upon the accuracy with which the demand for the articles advertised can be estimated in advance and the degree of competition to be overcome foretold.

Twenty-five years ago the advertising agent was a mere broker in space, just as the majority of trade and technical journals, so far as their advertising departments are concerned, are mere merchandisers of space to-day. But the advertising agent learned that it was not good policy to talk a man into spending a certain sum of money and leave him to spend as he saw fit. The result was too often disastrous and the cost of creating new customers each year too heavy to be borne. And so it came about that the advertising agent developed from a space-broker and copy-writer into a merchandising expert, and it is because of the possession of this expert knowledge that he to-day controls the expenditure of the vast sums of money spent yearly in general advertising.

How has the advertising agent acquired this knowledge that enables him to intelligently advise a client as to the conduct of the client's own business? Partly because, while the client is familiar with his own business only, or, at best, with business conditions in his own line of trade, the advertising agent, handling a large number of accounts, each pertaining to a different industry, has had opportunity to get a more comprehensive review of trade in general, and has learned from each account that he has handled facts that assist him in arriving at a correct conclusion regarding the problems presented by other accounts. Supplementing the knowledge that has come to him in this way, the advertising agent employs investigators to collect the trade data necessary to the proper formulation of the adver-

tising and merchandising campaign, and when he lays his plan before his client he knows more about conditions affecting the client's business than the client himself knows.

Knowledge inspires confidence, and confidence begets business. What the advertising agent has done you can do, for there is no advertising agency in the country that possesses the facilities for collecting the facts pertaining to a given industry that is possessed by the trade or technical journal devoted to that industry. But this splendid machinery that is always at your disposal is being used for the benefit of your subscribers only.

My suggestion is this: If you want to be of real service to your advertisers begin with your editorial department and say to the editor and every man that works under the editor's direction: "From now on you have two duties to perform—first, to gather the news of the trade for our readers; second, to collect data that will be useful to our advertisers."

And I would say to those connected with the advertising department: "As you travel through your territory keep your eyes open and report on anything you see that would be of value to the editors, or that would be of interest to any of our advertisers, or any possible advertisers, whether located in your territory or not."

AN EXCHANGE OF EDITORS SUGGESTED

Colleges have tried the experiment, and apparently with success, of exchanging professors with one another. I believe much good would result if temporary exchanges were made between your editorial and advertising departments. The trade or technical writer and the advertising man would both benefit by getting a better insight into the other's line of work, and they would be able to co-operate more effectively when each returned to his old job.

I would like to see the experiment carried further and exchanges made between the editorial departments of different publications, say between the *Electrical World* and the *Iron Age*. Each exchange editor would bring with him to the publication to which he was temporarily assigned a new point of view and a fund of information not already possessed in the office of that publication, and would carry back with him to his own publication newly acquired knowledge that would make him a more valuable employee.

Huxley has said that before we can know *everything* concerning so simple a thing as a glass of water we must unravel all the riddles of the universe. An isolated fact is of little value in itself, but collated with other facts it gives us the basis of a science. Advertising and merchandising are still too much matters of guesswork. The greatest service that you can render your advertisers is to use for their benefit the splendid facilities you possess for collecting information.

How many electric irons selling at an average price of three dollars each can be disposed of in a city where ten thousand homes are wired for electricity and the average price of current is ten cents a kilowatt hour? No man living can answer that question, nor is it likely that any electrical publication could gather all the facts necessary to answer it with certainty. But it *is* possible for such a publication to collect, little by little, important data bearing on the sale of electrical appliances for the home, and on this foundation to construct an advertising and merchandising campaign that would command the respectful attention of every manufacturer of such appliances.

The most illuminating investigation ever made of the automobile industry was not the work of an automobile journal but of the *Saturday Evening Post*. And so far as I am aware, no sporting-goods trade journal has as yet noted the fact that the rapid development of irrigation projects in Texas has created in that State new and profitable markets for rowboats and canoes.

Is it not possible that the trade and technical publications are devoting too much attention to the

PIPING ROCK

The membership of this exclusive country club includes scores of men who are recognized leaders in finance and industry.

Out of 579 members, 231 are subscribers and readers of

COUNTRY LIFE IN AMERICA

These names resemble the list of underwriters of an international loan.

This is further evidence that length is only one dimension of Country Life's subscription list.

DOUBLEDAY, PAGE & CO., GARDEN CITY, N. Y.

The Olds Motor Works spent over $25,000 just to advertise this

Meyercord Oil Painting

This is a reproduction in miniature of the **MEYERCORD OIL PAINTING** made for The Olds Motor Works from William Harnden Foster's painting. It is to be seen everywhere—in agencies, tire companies, hotels, automobile clubs, owners' homes, etc. Actual size 2½ ft. x 3 ft.

We make these in any size from your paintings or oil paintings which we originate. The details and coloring are absolutely perfect, being photographically made. Brush strokes and reliefed daubs of paint are plainly visible—in fact to all intents and purposes these signs are real Oil Paintings, with the one difference that our oil colors are applied mechanically by the Decalcomania Process instead of by hand. The canvas and stretchers are real artist's materials.

If you want a dealers'-help that is de luxe investigate MEYERCORD OIL PAINTINGS today.

The Meyercord Company, Chicago

easy task of chronicling events after they have occurred, and are shirking the heavy labor of digging for data not easily obtained, but which would be of vital interest to the merchants and manufacturers who advertise in our trade press?

I leave this thought with you.

Good Way to Get Stamps of Foreign Countries

CARTER'S INK COMPANY

NEW YORK, Jan. 4, 1916.

Editor of PRINTERS' INK:

I read with no little interest the opinions in your issue of December 16 relative to the use of "International Reply Coupons" and foreign stamped return envelopes.

My father used to point a moral to me which within certain bounds has great value—"When you find a good place in a berry pasture, say nothing and pick berries," and certainly for the last six or seven years the persistent use of foreign stamps or return envelopes has paid excellent dividends in good will on practically no investment.

In January, 1909, we ran a full-page advertisement in *La Hacienda* of which the right-hand border consisted of five consumer and four dealer coupons. Of these consumer coupons all except one offered for "uncancelled stamps" samples of writing inks, mucilage, paste, carbon papers and typewriter ribbons.

The responses to this and later advertisements have kept us more than amply supplied with stamps of every Spanish and Portuguese speaking country, while we accumulated, direct from our customers in other countries, stamps so that our collection for immediate use covers practically every market of the world.

We keep a very small surplus, disposing of balances every year or so to export publications, professional stamp dealers and coin houses, but always retaining enough in issues equivalent to one cent and five cents to more than cover our probable requirements.

The uses which we make of these stamps include:

1. Collection efforts on "open accounts."
2. Requests for credit information from foreign references.
3. Settlement of small balances when accounts are in balance; this is usually the case with draft accounts.
4. Requests for data on trade conditions.
5. Purchases of copies of foreign newspapers and periodicals.
6. Requests for purchases of competitor's products.
7. Advance payment for photographs used in our house magazine "El Escritor."
8. Advance payment for post card views to be used in checking up transportation difficulties.
9. Tests of stamped versus unstamped return envelopes with special return offers to the trade.
10. To accompany the writer's "personal" letters when these are more logical than direct appeal on the company's letterhead.
11. To use with foreign credit agencies in connection with salesmen's credit cable code.
12. Wherever it would be our practice in this country to accompany a letter with a stamped return envelope.

To my mind there is no need to cumber our domestic postal system with the added detail of foreign stamps any more than with, for example, Australian duty stamps (another neglected point by many exporters), but as in a thousand and one other points of foreign sales endeavor it strikes me as one of the things a firm pays its export man to think of and provide against need.

It isn't a question whether or not it is worth while carrying foreign stamps for regular use, it isn't a question of any copyright on our part of the practice, for I can name off-hand half a dozen firms who do it without thinking it anything but a minor necessity.

The international reply coupon is a good thing. It is something within the legitimate province of the International Postal Union, but it does not solve the matter completely any more than a friend's telephone renders unnecessary a 'phone of one's own. Really, when you send an international reply coupon, you ask a favor even in granting one. Again, not every country has arrangements with the International Postal Union covering the redemption of these coupons. Still again, taken out of our experience, by no means every little postmaster in every little foreign town knows of these. As a proof I remember at least five cases in as many years where a customer or prospect has written us that he could not redeem these coupons "which were unknown to the post-office authorities."

The real points of superiority of foreign stamps as against reply coupons come from the difference in effect on the recipient. Isn't it a fair deduction that the American manufacturer who has foresight and imagination enough to provide an adequate covering of the return postage proposition will be equally careful in handling banking and shipping details, to be sure that his product is right for the markets he seeks and be free from the "We're civilized white men and you're only niggers" attitude?

Taken by itself it isn't enough of an innovation or wonderful example of masterly preparedness to win out against price, quality or local demand. It just fits in snugly with all-around careful handling of *all* export possibilities for the personal touch, the cumulation of which wins and holds overseas trade.

To my mind there are dozens of letters sent out here at home and there abroad which, without the best of arrangements for prepaid answer, are like the request "to buy me six yards of crepe de chine as advertised at Altman's at $1.50 per yard for which I enclose $9.00." All very well, but what about luncheon and car fares?

I'm strong for being only half a hog when I ask the other man to do me a favor.

WALTER F. WYMAN,
Export Manager.

Well-Known Speakers Help Poor Richard Club to Celebrate Franklin Anniversary

Glimpses Provided of the Programme of the Coming Convention of A. A. C. of W.

"THE responsible newspaper publisher should conduct his paper as a clean man would conduct his life," said Lafayette Young, of Des Moines, speaking before 800 members and guests of the Poor Richard Club of Philadelphia at their tenth dinner Monday night, January 17, the two hundred and tenth anniversary of the birth of Ben Franklin. "He who would be the first among you must be the servant of you all.

"There is no text-book on the responsibilities of a publisher. There are no established rules of ethics. And publishers differ widely on the subject of news and of advertising. Some say, 'We print all that God permits to happen.' Others say 'all the news that's fit to print,' while another says 'we hate to do it, but we must have subscribers.' Some say that if the public wants whiskey, beer, and patent medicines, let it have 'em. While others say, 'I am my brother's keeper,' and fortunately it is now the trend of the times to make the publisher responsible to his readers for what appears in his paper.

"It takes years for a paper to find its place in the community, but never were papers so necessary to the growth and preservation of this republic as now. Now is the time to preach patriotism and Americanism and a real national spirit."

Ex-President Woodhead, of the A. A. C. of W., announced that John A. Felin, of the Los Angeles club, had an interesting announcement to the effect that a gold cup, presented to the Poor Richard Club as a convention trophy, which will be handed down *in perpetuam* from city to city wherever future conventions will be held.

Before the speaking began, and in between courses, club members acted out on the stage little advertising tabloid scenarios. The first was "Posted—Roasted—Toasted," by Louis F. Paret and "Bill" Stick, showing an animated billboard of fair damsels, who were later covered over with a large poster of "Pan Dandy—the Dough Never Touches the Hand." There was also a minstrel number of the arrival of the advance guard of the A. A. C. of W. at Philadelphia, an Italian musical act featuring T. A. Daly, and "A Flivver" in one act, being a representation of the sailing of the "Oscarette," with Mr. Bryan, accompanied by Jess Willard and Frank Moran as peace advocates, and Henry Ford bewailing the fact that only 78 reporters were present instead of 150.

President Robert H. Durbin, of the Poor Richard Club, before announcing the speakers, said that the plans for handling the convention are progressing very satisfactorily, and this convention will mean more to Philadelphia than a political convention. He said that it will show Philadelphians something about their own city, will develop new advertisers, and will "be the greatest boost that Philadelphia ever had or can have."

TO GET OUT BOOK ON FRANKLIN, THE PRINTER

President Herbert S. Houston, of the A. A. C. of W., said that Ben Frankln was in the beginning and end a printer, and proud of it. His will, said Mr. Houston, began: "I, Benjamin Franklin of Philadelphia, a printer." Mr. Houston said that a recent discussion at the Grolier Club disclosed the fact that there is no really authoritative book on Franklin, the printer. He said that therefore he is going to ask John Clyde Os-

The Final Necessary Touch—
Wherever you go during bad road weather you see Tire Chains on the majority of automobiles. They are on all makes, from Fords to Packards, and you should put them on the cars in your illustrations.
Give the final touch of realism to your automobile illustrations—put Chains on the tires when picturing snow, mud or wet pavements.
Write us for illustrations of Chain Equipped Tires
AMERICAN CHAIN CO., Inc., Bridgeport, Conn.

Every Advertiser in This Country Should "Cash In" on the Marvelous Growth and Prosperity of

BRIDGEPORT, CONN.

(THE ESSEN OF AMERICA)

Payrolls big; money circulating freely; ADVERTISING BRINGING REAL RESULTS—HERE! Be sure your goods are on sale in Bridgeport, the best advertised city in the United States and the prosperity center of America.

Expansion of industries, growth and increase in every kind of business in Bridgeport unparalleled in history.

The 1910 census credited Bridgeport with 110,000 population; conservative estimate shows 50% increase right now, with every train bringing more.

Large industries are operating 24 hours a day, continuously, over 15,000 skilled mechanics working night shifts.

The theatres stay open mornings to accommodate night workers and are obliged to turn people away at all other regular performances.

Place your product before this prosperous community by advertising in the

BRIDGEPORT

POST

AND

TELEGRAM

Members of A. B .C.

30,000 Circulation Daily

Circulation greater than any other publication in Conn.

THE POST PUBLISHING COMPANY
Bridgeport, Conn.

Julius Mathews, Representative, 1 Beacon St., Boston
171 Madison Avenue, New York

wald, of the *American Printer,* to write such a book this year. Speaking of the coming convention, Mr. Houston said that the attendance is expected to reach from nine to ten thousand. He said that he is ready to announce that the first piece of copy for a great campaign to advertise advertising and its advantages to the public, using every kind of media of publicity, has been prepared, and that President Wilson has written the first piece of copy.

E. T. Meredith, of Des Moines, chairman of the National Programme Committee, spoke about the convention programme. "We're going to hear the biggest bunch of boosters that ever got together in the United States," he said. Another feature will be the inter-departmental meetings. In these, where formerly it had been the custom for like to meet like, now various interests will meet others in some different lines for a mutual discussion of problems. Thus, retailers will meet with national advertisers to discuss matters vital to them, such as profit margins, and similar questions. Another feature of the programme is that every day there will be morning chapel at the University of Pennsylvania, where the daily programmes will be outlined.

PERKINS ON PREPAREDNESS

George W. Perkins enlarged upon the value of publicity for corporations, explaining, as has been published in PRINTERS' INK, that an open attitude on the part of corporations will better relations with the public and with employees. He then urged that this country should devote itself to industrial preparedness, saying in part:

"I believe that in our discussion of the day we are too apt to think of the word 'preparedness' in the narrow sense of meaning war munitions only, whereas, as a matter of fact, 'preparedness' means three things: preparedness in war munitions, preparedness in industrial equipment, and preparedness in leadership. . . .

"The war now on in Europe is bound to open up a great new world of thought and action. Old theories and old precedents are going to be consigned to the scrap heap. A reconstruction period in world-thought and action is before us. Improved inter-communication has wiped out State lines and National lines. The man with the airship will be no respecter of boundaries. The problems of one country will be the problems of all countries. To cope with this entirely new situation we must produce an entirely new type of statesmen—men capable of thinking and acting not within the limits of a precinct or a State, but in terms of the nation and the world. The day may come when we will need volunteers at arms—the day is already here when we need volunteers for public service—men who are willing to make a sacrifice, men who will enter public service as they enter military service, in an unselfish, patriotic spirit, prepared to forego something, to give something, men actuated by a deep conviction that they owe a duty to the country of their birth or adoption. Only through such inspired leadership can our country occupy its proper place in the new world movement that is so rapidly unfolding."

C. D. Jacobs to Speak on "Paper"

Before the Club of Printing House Craftsmen, at the Hotel Navarre, New York, on the evening of January 20, C. D. Jacobs, of the American Writing Paper Company, will speak on the subject of "Paper." Mr. Jacobs was for many years manager of Dill & Collins and later connected with S. D. Warren in an advisory capacity.

"Southland Farmer" Absorbs "Texas Stockman"

The Southland Farmer, of Houston, Tex., has bought the *Texas Stockman and Farmer,* which has been published for 34 years at San Antonio, and will combine the subscription list with its own. There will be no change in the name of the *Southland Farmer.*

McKinnon Business Manager "Sperry Magazine"

A. E. McKinnon has been appointed business manager of the *Sperry Magazine,* New York.

Graphic Sales Pictures That Analyze the Business

Some Charts Are Only Sales-figure "Puzzles," but to Be Worth While They Must Show Tendencies and Start Ideas Working

By Charles C. Casey

ONE of the biggest corporations in a big Western city had a sales manager who metaphorically "ate" figures.

He had an assistant who gave eight hours a day to tabulating sales figures, figuring percentages of "quota" made by the different sales agencies and salesmen throughout the country, and to compiling special figures required by this manager.

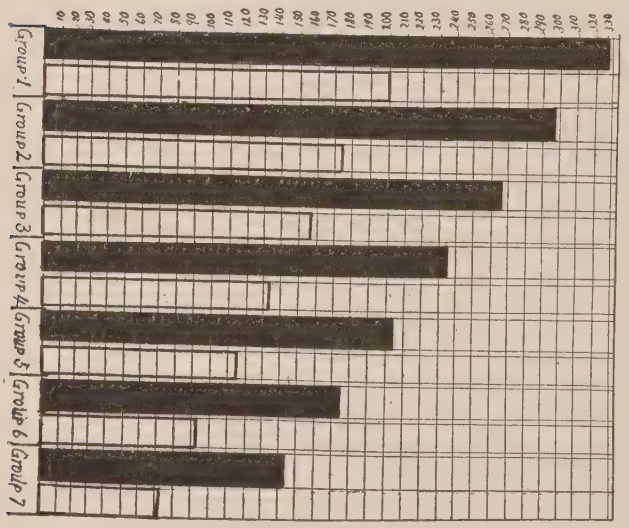
These figures were always in tabular form. This manager had acquired such a facility at reading figures, and had so much information stored away in his mind, that he felt no need for anything more graphic than tabular statistics.

Metaphorically, his daily food was sales statisticians and their special reports.

He claimed to have the conditions on every section of the map so thoroughly "digested" that he said his mind was an automatic graphic-chart machine — converting tabular matter into "sales pictures."

If this sales manager hadn't made a big blunder, the inexcusable mistake of *being satisfied with sales* when his sales really were 15 times as good in some territories as in others—if he hadn't made this mistake, then he might have continued to make good his claims of being an automatic statistical camera.

I have seen a lot of sales managers who, like this head of a very great sales organization, had *too much confidence* in their knowledge of the sales proposition. Some of the most successful of sales and advertising managers really *do* know their sales and sales-pressure problems from Ala-bam to Ari-Zone, but there is often a possibility that they only *think* you know them.



METHOD OF TESTING ONE FACT AGAINST ANOTHER

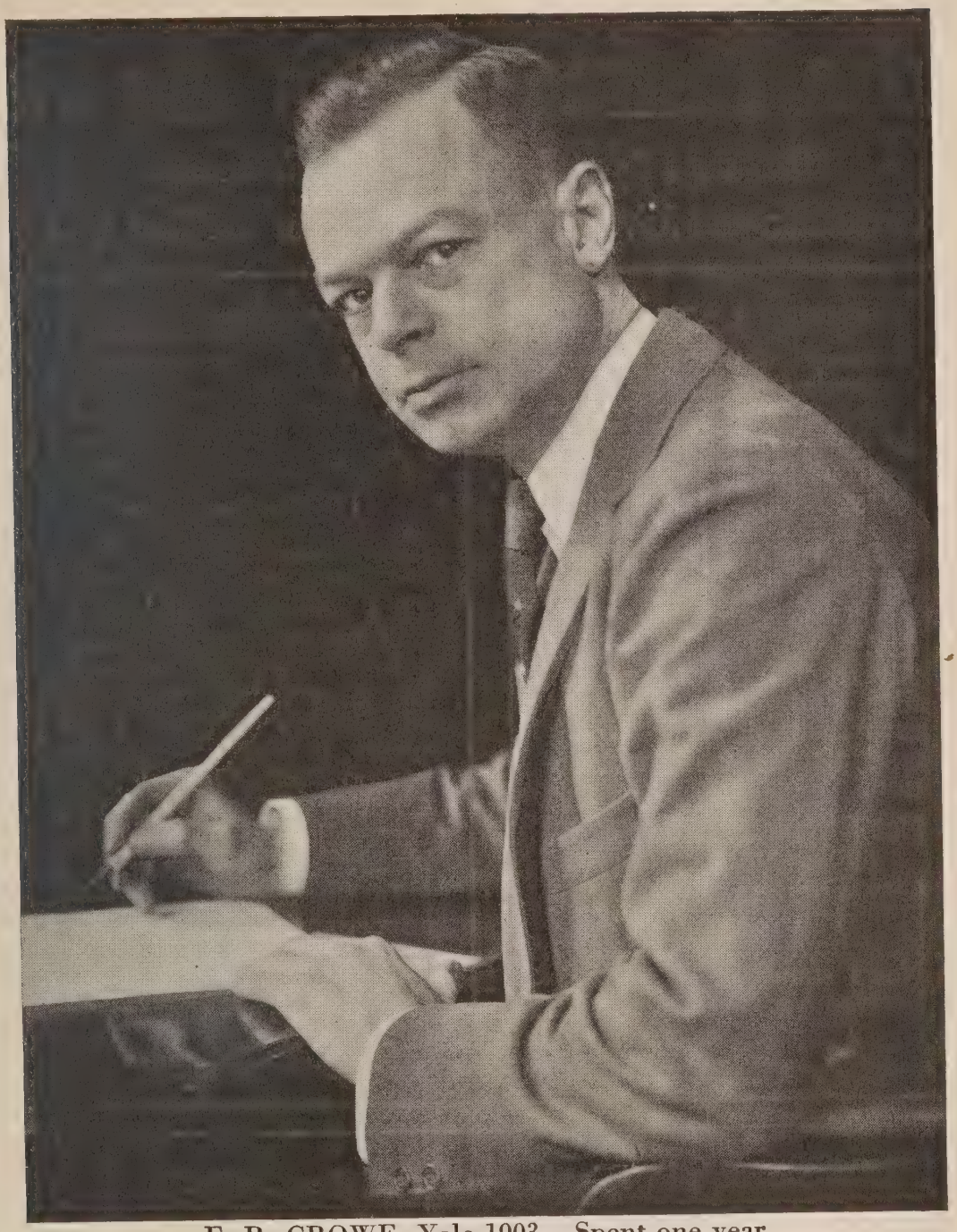
Black lines show several groups of sales territories arranged according to the amount of educational advertising done in each. After the black lines, or advertising lines, were drawn in, the sales actually made were drawn in to the same general scale. In this case, the black lines show in "dollars" per year per thousand possible dealers, while the other lines show in "hundreds of dollars" of sales per thousand possible dealers.

You can't tell a man very much if he already "knows" *everything,* but from the experience I had in the great sales organization just mentioned, I suspect that I dug up some thoughts there which may interest a lot of other executives.

This sales executive was able enough to have gone about as far in getting information as any man can hope to go with this man's methods, and the fact that *he* learned how to go *further* may offer a tip to others.

A long column of figures, showing sales by States, by sales territories, or by salesmen, means *only what you read into it.*

The mind is a wonderful



E. R. CROWE, Yale 1903. Spent one year in Wall Street. With SYSTEM since 1904.
Photo by Street & Finney, New York

STREET & FINNEY

As Seen by Leaders in ADVERTISING

"I have greatly admired the work of your organization. It is always a pleasure to learn that an advertising account has come under your direction."

E. R. Crowe

No. 1 of Series

The Indianapolis News

(The Largest 2-cent Evening Circulation in America)

Circulation and Advertising Statements for the Year 1915

CIRCULATION

Average daily paid circulation, city and suburbs	52,949
Average daily paid circulation, country	52,778
Total daily average	105,727

This is **net circulation**, exclusive of all copies to advertisers, exchanges, files and office use, returns, samples and papers sold after day of publication.

Net Circulation in Indianapolis and Suburbs

City Carriers	43,575
Suburban Carriers	2,360
Newsboys	4,097
News stands	2,233
Service	684
Total	52,949

ADVERTISING

	Columns
Display	21,837.69
Classified	6,731.75
Total	28,569.44

Daily Average 91.27 Col.

During the year 1915 the other Indianapolis daily papers printed a total of 23,658.31 columns of advertising, exclusive of Sunday editions (The News having no Sunday paper). The News having **4,911.13 columns more than all the others combined.**

In the classified (want) advertising The News easily maintained its supremacy, having a total of 309,902 of these ads, 44,423 more than the other city papers combined.

Automobile Display Advertising in 1915

423,698 Agate Lines

The Largest Volume of Automobile Display Advertising carried by any afternoon daily (six-day) newspaper in the country.

THE NEWS carries every day except Sundays (The News having no Sunday edition), every week, every month and every year, more advertising of all classes than all the other Indianapolis papers combined, and has been doing this for more than 20 years.

MERIT TELLS—The greatest quantity of quality circulation in Indianapolis and Indiana produces definite results for all advertisers.

Detailed Statements of Advertising and Circulation sent on request.

New York Representative, Dan A. Carroll, Tribune Building.
Chicago Representatives, W. Y. Perry, J. E. Lutz, First National Bank Building.

"machine." It lacks nothing of perfection itself. With proper training, and sufficient concentration "digging," any man's mind will read into any figure tabulation just the information which will make it have the right meaning, but—

And there's the rub. Not many business men have had the special training for quick, deep analysis; not many business men have surroundings which permit of uninterrupted concentration; and not many business men have the *time* to dig to the vital roots of any tabulation.

The result is that the average report "slips" as it is read, and doesn't give up the information which it really should give up.

For that reason sales and advertising statistics should be "read" before they get to the executive. They should not be *statistics* at all, but *pictures*. The tabulator should be taught to give the executive the *facts* which *he* ordinarily expects to get out of the figures himself. For instance:

Comparing sales in New York with sales in Arizona by ordinary methods is about as graphic as a Chinese puzzle.

Arizona sales are likely to look like thirty cents alongside New York sales. Yet Arizona sales may actually *exceed* New York sales, if expressed on a basis of justifiable expectations.

Many of the big sales organizations use the "quota" system in compiling certain of their sales and advertising statistics, and these figures remove some of the inequalities of territorial or agency sales.

The quota in Arizona may, for instance, be ten sales a month and in New York ten times as many, but the tabulation would show, not the *sales,* but the *per cent of sales to quota*—75 per cent of quota in each State would indicate equal comparative results, even though it did only mean that Arizona made 7½ sales and New York 75 sales.

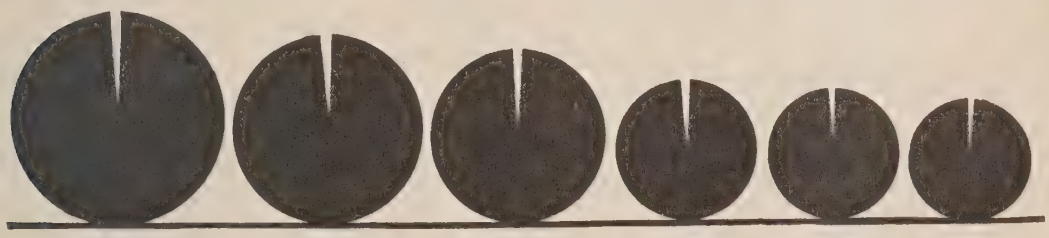
The most graphic method, however, of showing sales or advertising by territories, or by States or by salesmen is the "per prospect," "per hundred prospect" or "per thousand prospect" method.

In these days of thousand-page census reports, and even more voluminous commercial rating reports, it is not difficult to get a fairly accurate estimate of the number of prospective customers for any article on any given "piece of map."

In fact, these figures are necessary even in figuring *quotas.*

If you say that the Arizona sales organization—whether it be salesmen, jobbers or dealers—sold 333 units of your product per thousand prospects in a year and New York sold 111 units, the comparison has a "Jim Jeffries punch" which is likely to jar somebody into demanding a reason.

Saying, however, that Arizona sold "333 per cent of quota," and New York 33 per cent, while it may indicate that the Arizona selling force is very *efficient* and the New York selling force very *in*efficient, really has no very



"PHOTOGRAPHING" A VERY INTERESTING FACT—THAT IT COST MORE TO SPEND LESS—AS IT WAS FOUND IN A LARGE NATIONAL ORGANIZATION

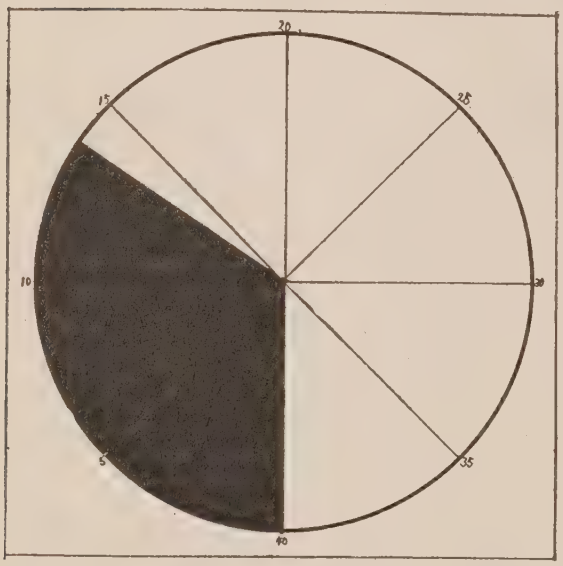
Large solid circle shows average sales in a group of sales territories where the advertising expenditure was $550 per thousand possible dealers; the advertising was but a two per cent "slice" of the $25,000 of sales per thousand possible dealers. In group 6 the $150 expenditure is again a two per cent slice out of a $7500 sales circle. Saving $400 in advertising per year, in this particular organization, per thousand possible dealers, did not reduce the per cent of advertising cost, but it reduced sales 70 per cent.

strong punch to it because it deals too much with *men* and not enough with *sales* or *conditions.*

Saying, however, that sales in Arizona were 333 units of the product per thousand prospects suggests an abnormally favorable *condition,* and that the condition in the better New York territory which permits of sales of only 111 units is a dangerously unfavorable condition.

Favorable conditions are usually the *result of something,* and knowing how good those conditions look has a tendency to make the executive hungry to find the reason and to duplicate that reason everywhere else.

Geo. J. Whelan, whose United



GRAPHIC WAY OF FINDING OUT WHERE AVERAGE SALES STAND AS COMPARED WITH POSSIBLE SALES

Complete circle shows the highest sales per thousand possible dealers, and which, after analysis, were found to be entirely possible, under similar conditions, in all sales territories. The shaded portion of the circle shows average sales actually made. The figures in this instance indicate sales in thousands of dollars per thousand possible dealers.

Cigar Stores have revolutionized the cigar business of the whole world, defines sales efficiency as finding the *weak* conditions so they may be *improved,* and finding the *good* conditions so they may be *used as a standard* in building up the weak conditions.

Whelan's methods get at the very heart of business principles, and while he was most interested in their application to the retail cigar business, they really apply as well to the locomotive manufacturing business, or to any other line.

The quota method shows efficiency or inefficiency in salesmen or agencies, and has a tendency to keep an organization on the jump by forecasting *changes* in *men,* but it very often does more harm than good by *causing* changes which should *not* be made.

I know of one instance where a certain very large specialty organization was more than merely astonished by a comparison of *conditions,* after the *quota* method had been used for years.

WHAT A STUDY OF CONDITIONS REVEALED

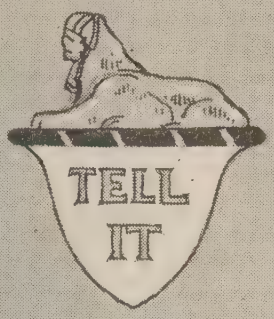
It was discovered, on making an analysis of the relation of advertising to sales (and it was a discovery because it had not occurred to any one to figure it out before), that sales in Arizona were 238 units of the product per thousand prospects in three years, whereas New York had sold only 80 units per thousand prospects.

New York had a very great advantage in a very much greater number of *users,* a very large percentage of whom were prospects for at least one more unit and many of them for scores or even hundreds of additional units, whereas Arizona was a selling territory where few sales had been made and where needs were small, seldom more than one unit of the product was made to a prospect, repeat sales were few, and there was much more traveling.

The analysis based on *conditions* thus gave the organization such a jolt that every official of the company just naturally sat up and wanted to know why.

The "why" was finally located in the fact that Arizona had been getting about five times as much advertising per thousand prospective customers as the New York agency had been getting.

The difference in cost of the advertising was about three or four units of the product against



E. St. Elmo Lewis Advertising Manager

An advertising agency, to give responsive service to an advertising manager, must be made up of men who thoroughly understand an advertising manager's problems.

This agency was established ten years ago by men who were successful advertising managers. We selected them and have continued to choose for our company men who have had similar experience.

When Mr. E. St. Elmo Lewis, formerly of the Burroughs Adding Machine Co., Detroit, Michigan, and latterly of the Art Metal Construction Co., Jamestown, New York, became associated with us in December, we felt we had fully perfected our organization.

Mr. Lewis probably knows the problems of an advertising manager better than any other person in the United States.

During his nine years with the Burroughs Company he graduated from his department more successful advertising managers than any other advertising man.

Mr. Lewis knows what co-operation an advertising manager needs to make his service of the highest value—both to his company and to himself.

This man, this organization are at the command of every advertising manager who wishes to develop in his position with respect to the house he serves.

Campbell-Ewald Co.

Advertisers' Service

Detroit

CHILTON SERVICE

Chilton Journals are members of the Audit Bureau of Circulations

Blanket the Industry

YOU CAN REACH PRACTICALLY ALL THE QUANTITY BUYERS BY USE OF CHILTON SERVICE

AUTOMOBILE TRADE JOURNAL
MONTHLY

The January issue;—the NEW YORK SHOW NUMBER, has nearly 300 pages of automobile advertising from 475 prominent manufacturers—a gain of 74 pages over the corresponding issue of last year.
No automobile journal claims half as much paid circulation as is guaranteed by the Automobile Trade Journal.

THE COMMERCIAL CAR JOURNAL
MONTHLY

The January issue has 118 pages—a gain of 64 pages over the corresponding issue of last year.
The "CCJ" leads other papers in its field to such an extent that it is invariably placed at the head of all advertising lists.

CHILTON AUTOMOBILE DIRECTORY
QUARTERLY

The January issue has 80 more pages of advertising than was carried in the corresponding issue of last year.
60,000 copies is the yearly distribution—every manufacturer, dealer, repairman and supplyman in the industry receives a copy of the CHILTON AUTOMOBILE DIRECTORY. Guarantee—largest circulation—lowest rate per page per thousand copies.

Twenty-five Hundred Dollars pays for a full page in the three Chilton publications for a year and includes the free use of the Chilton list of dealers, garage and supplymen. The Chilton publications are the automobile industry's recognized foremost mediums.

Rate cards, A. B. C. Auditor's circulation reports on Chilton journals and booklet of letters from successful advertisers are ready to be sent you on request.

CHILTON CO., Market and 49th Streets, Philadelphia, Pa.

a difference in sales of 158 units.

Assuming that what could be done in the half-dozen scattered territories like Arizona could be done also in the half-dozen scattered territories like New York, and the others in between, the discovery suggested to the company that to save $100,000, or even twice that much, in advertising, $5,000,000 annual sales had been sacrificed.

It is all right to say, "Oh, *I* understand the different conditions, and that the sales-by-States, or the quota-sales-sheet, *give me* the essential facts"—but *do* they?

Human nature is just naturally lazy, and it is not logical to expect the mind to make automatically in a minute or even in an hour's study of a sales-figure puzzle the analysis which a statistician or analyst would require a week to reduce to charts.

The men who had been overlooking the essential thing in the sales-by-States, sales-by-agency-territories, and quota-sales-sheet figures, in the above illustration are among the country's shrewdest sales experts.

The sales manager is literally a *wizard* at figures. Yet *he* missed a lot of big points which the analyzed and re-stated figures—sales per thousand prospects, for one—brought up in photographic plainness.

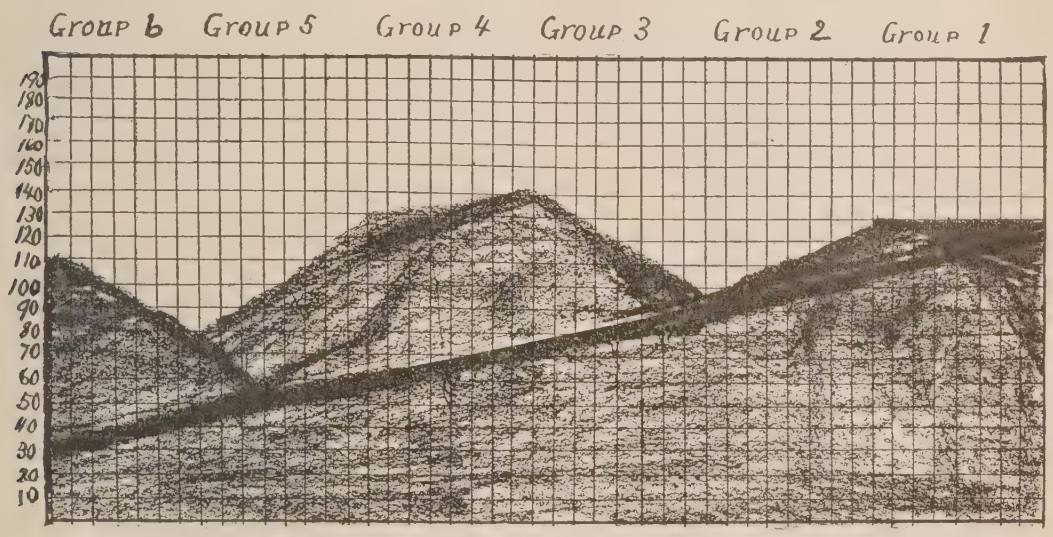
There is no problem in business that cannot be metaphorically "dissolved" by analysis. There are dozens of sales and advertising problems in almost every business which are looked upon as "beyond human ken"—just because the men at the head of the business cannot, with their *experience,* see through the end of the "funnel" into which they are looking.

Ten to one, the real trouble is not their *experience*, or lack of experience, but the particular method of making up reports. The original reports, and *all* reports worth making, should *point* somewhere.

They should be suggestive. They should start *ideas* in the minds of the executives who read them. They should make the sales and advertising problem fall apart into logical divisions.

With reports of this kind, *analysis* comes natural to almost any executive. His mind subdivides the different points and compares one with another until he begins to see the real meaning of the figures.

The average executive is so busy getting things *done* that he



ANOTHER WAY OF TESTING THE CONNECTION BETWEEN TWO KNOWN FACTS

Chart was made first with only the figures and the black line. The black line shows sales actually made, arranged by groups of sales territories. The shaded portion, indicating financial conditions, was then drawn in for each group. The result is a "photograph" showing that in this particular sales organization financial conditions have no particular bearing on average sales. If the black line indicated collections, the story probably would be entirely different.

The Showman
of "THE PASSING SHOW"

SUBTLE wit, clean humour, clever cartoons, sparkling illustrations, to say naught of the trenchant topical remarks from the pen of "The Showman"—these have put

THE PASSING SHOW

[LONDON, ENGLAND]

in the foremost rank of British two-cent weeklies in the short space of eight months—war months, too. It appeals to the refined and influential classes—people who appreciate good humour as much as the other good things of life. If you sell some of the "other good things," your ad should be in "The Passing Show." Its circulation is not far short of 200,000, but the rate of $150 per page is based on a *guaranteed net sale* of 150,000 weekly.

Let me send you "The Passing Show" Book of Cartoons.

PHILIP EMANUEL
Advertising Manager
ODHAMS LIMITED
94-95 Long Acre
London - England

hasn't time to "fight figures" in dense reports. So unless a condition seems perfectly obvious, he does not ordinarily dig into such reports far enough to get real *tendencies.*

But let the executive call for sales and advertising reports, salesmen calls, financial conditions, competition sales, etc., for each territory *per thousand prospective* customers, for instance, and then he will begin to get *visions,* or *impressions,* and not mere "figures."

Such a report, especially if made up in chart form, will almost automatically suggest other charts to show advertising tendencies, the relation of sales to advertising, the relation of advertising to selling efficiency in sales territories, the amount of sales which *should* be made, the amount which can be profitably spent for advertising, and all the other big problems in marketing a product or line of products.

The charts accompanying this article show some ways of making sales and advertising reports *mechanical.* These charts foresee the wishes of the executive and uncover the conditions, the tendencies and the vital facts for which the advertising or sales manager wants figures. They enable him to get the information he wants without having to work his head off digging and analyzing the elementary things. He can put his own analytical and planning ability into remedying the conditions which the charts show up—into making *general* all *good* conditions and *removing* the *bad* conditions.

St. Louis Ad Club Departmentals Active

Each month sees a different exhibit of some form of advertising on the walls of the Ad Club of St. Louis, in charge of the department interested. During January the public is urged to go to the Ad Club headquarters and see the exhibit of metal and cloth advertising signs, dealers' helps, etc., of the specialty men's departmental. During February, the outdoor and street-car men's departmental will cover the walls with their exhibit, while during March the direct-advertising department will put on its show.

There is POWER in

Textile World Journal

THE AMERICAN TEXTILE INDUSTRIES comprise the second largest group of industrial capitalization and purchasing power in this country. They demand a large, dominating trade paper authority—one which carries the prestige of accuracy, of thoroughness, of editorial character. In other words a leader in the most advanced progress of the industry.

TEXTILE WORLD JOURNAL ranks with the world's greatest trade papers. Isn't it reasonable that to cultivate the textile field, industrial advertisers must harness the power of TEXTILE WORLD JOURNAL to their sales campaigns?

504 of them did it in one issue, The Annual Review Number just published.

A copy of ANNUAL REVIEW NUMBER sent on request.

Member Audit Bureau of Circulations

THE BRAGDON, LORD & NAGLE CO.

PUBLISHERS

377 BROADWAY NEW YORK

Advertisers' Golf Tournament

Grantland Rice, of Englewood, won the Class A championship in the tournament, at Pinehurst, N. C., last week, of the Winter Golf League of Advertising Interests. His score was 337 for 72 holes of medal play.

By his victory he deposed E. T. Manson, of Framingham, the winner of the event last year, who finished second to Rice in the present event, with a card for four days' play of 341. C. T. Russell, of Ardsley, won the Class B championship and F. E. Nye, of Dunwoodie, made the best record in Class C.

Rice went over the No. 3 course Wednesday in 77, which is the best single round of the tournament. His four days' play consisted of 95, 88, 78, 77—337. Following Rice were E. T. Manson, Framingham, 341; Marshall Whitlatch, Baltimore, 344, and Roy Barnhill, Fox Hills, 346. C. T. Russell's total gross in Class B was 385, and in Class C, Nye became champion by negotiating the 72 holes in 401.

E. T. Manson won the prize for the best 72 holes against bogey, finishing 2 up. The best net score for 72 holes was made by C. A. McCormick, of New Brunswick, with 302.

Among the women players, the prize for the best gross for 36 holes was won by Mrs. F. J. Ryan, of Cranford, with 214. Miss Hannah Aronson and Mrs. C. T. Russell tied for the best net for 36 holes, 213, the latter winning in the play-off.

The principal event on Friday was a four-ball match in two classes, total net score of four-men team counting. J. D. Plummer, Marshall Whitlach, R. L. Whitton and H. F. Harrison won in Class A, and in Class B, H. C. Milholland, C. E. Beane, C. W. Yates and H. B. Kennedy led.

Philip Carter, Nassau, played the best ball of Roy Barnhill, Fox Hills; Grantland Rice, Englewood, and H. B. Bingham, Cleveland, and beat them by 2 up.

On Saturday, the last day of the tournament, the feature was a four-ball match, medal play, best ball to count. The handicap of each pair was three-eighths of the regular handicap of the better player. The Class A winners were D. M. Parker, Garden City, and E. J. Ridgway, Montclair; Class B, H. B. Green, Baltimore, and W. R. Roberts, Bala; Class C, G. S. Thorsen, Chicago, and J. W. Doty, Brooklyn.

W. R. Hotchkin, of Montclair, won the putting contest which had been going on all week. His score for the twelve holes of clock green was 20. Mrs. C. W. Beck, Jr., of Philadelphia, did a 21, the best score among the women.

L. C. Pedlar With Beck Engraving Co.

Louis C. Pedlar, formerly with Calkins & Holden, New York, has become general manager of the New York office of the Beck Engraving Company. The New York plant has been moved to 304 East 23rd street.

Use of Public Property for Advertising

Sylvester Baxter, of Boston, author and publicist, has introduced a petition in the Senate and House of Representatives of Massachusetts for the enactment of a law authorizing the cities and towns to permit the use of public property for advertising purposes, as is done in Germany. The petition provides that there shall be adequate compensation in the shape of such proportion of the gross receipts as may be agreed upon between the contracting parties, but the share of the cities or towns shall never be less than ten per cent of the gross receipts.

The bill provides that advertising upon public buildings or within parks be not included in the advertising privileges thus conferred. It also provides that the authorities in charge of the highways or other public property, acting jointly with the planning boards of such cities and towns, shall determine the locations where such advertising may be displayed; also that the designs for such advertising and of the fixtures for its display shall be subject to the approval of the art commissions of the cities and towns, wherever such art commissions have been constituted, and of the art commission of the State in case there is no local art commission.

Mr. Baxter, author of the bill, was secretary of the Metropolitan Improvement Society of Boston for several years.

Manufacturers Urged to Advertise More

R. L. McKellar, assistant freight traffic manager of the Southern Railway and chairman of the publicity and advertising committee of the Louisville Board of Trade, criticised Louisville manufacturers for not advertising enough in his annual report to the board. He said that not only is general advertising not being used, but the manufacturers are failing to make use of the trade publications in their lines. He urged that more be done to put Louisville and the individual manufacturers on the map in this way.

To Stimulate Store Managers

In line with the policy of a number of other chain-store concerns, the Jones Company, operating the Quaker Maid string of groceries in Louisville and Indianapolis, has announced that profit-sharing with managers of stores has been adopted, effective January 1. Other innovations are free delivery service on orders of $5 or over and telephone service to receive orders of this character.

Cushing Joins Federal Truck Co.

George W. Cushing, formerly with the Detroit Board of Commerce and the Taylor-Critchfield-Clague Corporation, has joined the Federal Motor Truck Company as advertising manager.

The Sine Qua Non of Publicity

THE newspaper, the magazine, the catalog and booklet, the poster and the car card, the follow-up and the correspondence, the package and the label,—even the check that pays the bills,—all forms of publicity have their basis in

PAPER

To procure the particular paper that is best adapted to every requirement of business, paper that is fundamentally economical because intrinsically good, paper that can be secured promptly and in quantities as needed, this is one of the essentials of efficient advertising service.

To the solution of all paper problems we offer the services of a national organization of paper experts. They will assist you in the selection of stock that is best adapted for catalog or booklet or for business correspondence.

Samples and dummies furnished on request.

"Paragrafs" *our House Organ, contains specific information about paper for advertising purposes. If you are not already on our mailing list drop a line to our nearest division and we will see that the magazine is sent regularly.*

THE WHITAKER PAPER CO.
CINCINNATI, OHIO

BIRMINGHAM DETROIT ATLANTA

Bay State Division—Boston Smith-Dixon Division—Baltimore

New York Office—Fifth Ave. Bldg.
Chicago Office—Peoples' Gas Bldg.

In 1915 vs. 1914

IN CLEVELAND

In local display advertising

The LEADER gained.....13.2%
The NEWS gained..... 7%
The next competitor gained..... 5%
The next nearest competitor gained..... 4.9%

In foreign advertising

The LEADER gained.....13.5%
The NEWS gained.....25.9%
The next competitor gained.....17.3%
The next nearest competitor gained..... 7.5%

In total paid advertising

The LEADER gained.....14.5%
The NEWS gained.....11.1%
The next competitor gained..... 8.3%
The next nearest competitor gained..... 4.5%

The Leader and News combination showed a Gain in Total Paid Advertising of 12.8%.

The two competitors combined showed a Gain in Total Paid Advertising of 6.4%.

Leader-News excess Gain over two competitors combined, 100%.

The experienced advertiser knows

WHY - - RESULTS

FOREIGN ADVERTISING REPRESENTATIVE

PAUL BLOCK, Inc.

250 FIFTH AVENUE, NEW YORK

Mallers Building, Chicago, Ill. Kresge Building, Detroit 201 Devonshire Street, Boston, Mass.

Employees' Magazines to Knit Together Members of Large Organizations

How Some of Them Are Being Conducted to Produce Real Profit to Their Concerns

WHEN the average employer needs an employee his usual procedure is to advertise in one or more newspapers.

By the same token, when he wants trade, he advertises in the newspapers or magazines or otherwise.

When he wants inspiration, education, enlightenment, entertainment he depends on these same newspapers, magazines or books to a greater or less extent.

His employees are humans like himself in the respect that they are impressed, influenced, enlightened, educated, inspired by what they read.

The merchant or manufacturer pays often large sums to state in print what he wishes the public to know concerning his business, and at the same time neglects the opportunity right at his door to influence the activities, attitudes and productiveness of his employees through the printed page at a cost trifling as compared with the price of newspaper or magazine space.

Paraphrasing the thought, "Tell me what a man eats and I will tell you what manner of man he is," I would say, "Tell me what an employed person *reads* and I will *tell you that person's mental attitude toward work, efficiency and employer.*"

The height of advertising sense and efficiency consists in suiting the message to the desired audience and then reaching that audience to the closest possible approximation of 100 per cent.

The zenith of success in any attempt at developing *esprit de corps,* co-operation, the true spirit of service, the maximum of efficiency, is achieved when the greatest number of employees in a given enterprise are imbued with the spirit and principles for which the house stands; when they are led to *think* and to work intelligently.

Many and varied have been the methods tried to accomplish this result. Efficiency experts have lectured, or have just "talked." Systematizers have pondered long and toiled prodigiously. Economy specialists have introduced wonderful schemes. Nearly all of them have done some good. Some have done much good. A few have done some harm, while others have worse than defeated their very object.

Meanwhile the relatively insignificant employees' magazine (incorrectly called the "house-organ" because it just exactly is *not* that) has been going on its quiet, unassuming path, gathering force and momentum until it is now in many instances recognized as a very great power for the mutual welfare and success of employer and employed.

You see, it is built on a very sound principle, the employees' magazine; the principle of *mutuality*—a very important principle; one germane to every permanent success.

THE CONDUCT OF AN EMPLOYEES' MAGAZINE

First, it will be interesting to learn how such magazines are established and conducted; their cost of maintenance; instances of conspicuous success with analyses and of failures with comment.

Seven months ago the house of Saks & Company, specialists in apparel for men, women and children, in New York, founded a magazine for its employees, about 1,000 in number, which it calls "Saksograms."

This is the most recent of employees' publications aspiring to any considerable dignity. Its editor is the advertising manager. His associates are men and

women, boys and girls chosen from every department of the store to furnish news of the workers and executives and secure contributions of interest, uplift, inspiration, suggestion, education, etc.

The magazine is about six by nine inches, contains from 16 to 24 pages each issue with half-tone and other illustrations and is finely printed on coated paper.

A recent issue contained an article entitled "Do Right and Fear Not," by Hon. Rudolph Blankenburg, mayor of Philadelphia; an article by William C. Freeman, entitled "Why and for What Do You Work?" There were editorials on "Smiles and Success; Frowns and Failure," and on "The Expectation of Happiness" and kindred topics.

Announcement was made of a dance for employees; of the prize-winners in a contest of delivery drivers; of the prize-winners for suggestions, and there were over 50 "personals" concerning workers in the store.

The back page of the cover was given to a classic, entitled "Imagination in Business," written by John L. Hunter, of the Lewis Dry Goods Company, of Denver. On the page last but one was the announcement of a sale specially for and only to employees between 8:30 and 10 a. m. on a given morning, at which any men's shirt or overcoat or any woman's coat, skirt, shirtwaist or handbag in the house might be had at 20 per cent discount.

Employees were put on honor to buy only for themselves or those dependent upon them.

Scattered through the magazine were such sentiments as John Morley's "For a single blade of grass to grow it is necessary that the whole of Nature co-operate," and, again, "Self-distrust is the cause of most of our failures."

Almost every page bristled with a thought particularly attractive and beneficial to the worker. Announcement was made that "for every suggestion received by the firm and found practicable to be put into operation, the firm will pay five dollars."

The editor said recently that in seven months more than 400 suggestions have been received from some 1,000 employees and many five-dollar prizes have been given. He says the way the little magazine has caused employees to *think* and to *pull together,* to know each other better, is simply marvelous.

The cost of the magazine is trifling, something like $60 a month. It is issued on the fifteenth of each month without charge to every employee as he or she leaves the store.

It is issued by and for the employees themselves, though the expense is borne by the firm. There lies its appeal, its influence and its success. The firm has nothing to do with it but pay for it and reap its share of the benefit.

Its cost could be paid by advertisements, but for obvious reasons they are excluded. The cost of six cents per employee per month would be cut in half if there were many more employees, since the proportionate expense of production would be reduced.

The firm's important announcements are made to employees as a body through the medium of a communication to the editor.

Last summer, shortly after the magazine was founded, it was decided to have a good, old-fashioned get-together meeting. Announcement, with full details, was made of a picnic at a near-by park. There were to be athletic contests and prizes; music, dancing, refreshments, entertainment and a baseball game.

Eight hundred and seventy-five out of 1,000 employees attended, and many brought friends and relatives. Think of that for *responsiveness!*

Has the magazine influence? Is not the question already answered?

The editor receives scores of contributions each month. He is never at a loss for material. The spirit of co-operation is all-pervading. A wonderful asset for the store; a great benefit to the employees; vast satisfaction to the store's customers.

Employees' magazines are published along similar lines by Strawbridge and Clothier, of Phil-

Printing Papers
of Excellence

Clarke & Company
225 Fifth Avenue
New York

General Sales Agent for Book Papers
Manufactured by Crocker, Burbank & Co.

CHARLES DANIEL
FREY
COMPANY
Advertising Illustrations
MONROE BUILDING
CHICAGO

How Many. . . ?
Where . . . . . ?
To Whom . . . ?
And When . . . ?

You must have the correct answers to these circulation questions to know where to place your advertising without wasting a penny of your appropriation. These are the questions the publishers of Practical Engineer *can* and *do* answer boldly and unreluctantly. The advertising and editorial contents of

PRACTICAL ENGINEER

reflect this policy of "squareness." The contents "ring true" from cover to cover. That's why it is used so extensively as a buying guide. Practical Engineer is issued semi-monthly—just the right frequency to assure favorable attention to its contents. How Many?—Where?—To Whom?—is answered in a clear and concise manner by our circulation map. Write for it. Sample copy and rates mailed on request.

TECHNICAL PUBLISHING COMPANY

537 So. Dearborn Street
CHICAGO ILLINOIS

adelphia; Filene's and Jordan, Marsh and Company, of Boston; Schipper and Bloch, of Peoria, Ill.; the Fifth Avenue Store, Los Angeles, Cal.; Best and Company, New York City; Baer and Fuller, St. Louis, Mo.; Hess Brothers, Allentown, Pa.; L. Plaut and Company, Newark, N. J.; Scruggs, Vandervoort and Barney, St. Louis, Mo.; Harned and Von Maur, Davenport, Ia. These are some of the many department stores and specialty shops.

Among the manufacturers and public-utility concerns there are many magazines for employees. Standing near the head and front is the "N. C. R. Bulletin" of the National Cash Register Company, of Dayton, Ohio, which company probably does more in a practical way for its employees than any other very large concern in the country. Its "Bulletin" is so interesting and instructive that it is eagerly sought by business men all over the country, and a very large extra edition is printed to supply this demand.

It is brimful of uplift for the man and woman and the boy and girl who works. It is eminently practical. It champions no fads, but it gives valuable hints and suggestions from experts in many lines in avenues which make for better health and increased efficiency.

On similar lines are "The Burroughs," issued by the Burroughs Adding Machine Company, of Detroit; "The Chamelion," issued by the Sherwin-Williams Paint Company, of Cleveland; "The Bell Telephone News," of Chicago; "The Bulletin" of the Colorado Fuel and Iron Company, of Pueblo, Col.; the magazine of the Pennsylvania Lines West of Pittsburgh, and many others.

Hard-headed business men are at the head of these institutions. They would not put money into these publications for employees if it did not pay to do so, and if the publications themselves were not appreciated by the employees and did not do the work for which they are intended.

Some of these magazines for employees have been running sev-

eral years—ten or more. The writer recently addressed a letter to a number of them asking if they felt that the results still kept up to a point justifying the expense and labor involved.

Replies were received from all. The one here quoted is so characteristic of all these replies, with the exception of one, that it may well be quoted.

Harned and Von Maur, of Davenport, Ia., who publish for their employees "The Booster," write as follows:

"We would not consider the discontinuance of 'The Booster' under the present plan, because it enables us to stimulate a stronger bond of friendship, promotes loyalty and co-operation, and makes our employees feel that they are members of a big family, rather than simply a group of individuals.

"Some say employees do not read these papers, but we take issue with them on that score, because if we unavoidably miss one issue or are delayed with it we have many requests for 'The Booster.'"

The one letter above referred to, in which the writer said the magazine for employees had been discontinued, explained that it was so difficult to keep up the high character of the publication, so as to sustain interest, that it was allowed to lapse.

The confession of weakness or inability on the part of an *individual* scarcely constitutes an unfavorable comment upon a *plan* which is in such successful operation in so many other places.

While the magazines for employees issued by business and manufacturing houses and by public-utility concerns all over the United States are vastly different in physical appearance and in degree of attractiveness, while they vary in size, shape, number of pages; as to whether or not they are illustrated; frequency of issue, and many other details; and while some of them cost as little as $25 a thousand and others five times that much, all are successful in performing the mission for which they were created, and all have certain essential features in common.

Reach the City Trading District of St. Louis

The St. Louis Times

is read by the people who have money to pay for what they see advertised.

Average circulation for last three months

99,650

Most of it in the city trading district, A. B. C. standard of districting.

Here is the record of growth, government statement:

Six Months to October 1, 1915
97,864

Six Months to April 1, 1915
87,423

Six Months to October 1, 1914
84,040

Six Months to April 1, 1914
81,027

No Free Copies Included

Lane Bryant Inc.

IN CHARGE FOREIGN ADVERTISING

New York Chicago Boston Detroit

Some of these common essentials are as follows: (1) The editor is the advertising manager or other official accustomed to writing and capable of producing a publication attractive in appearance and thoroughly readable. (2) He is a man (in some cases it is a woman) thoroughly in touch and sympathy with the policies and principles of the house. Generally he has a voice in the making of these policies. (3) The editor is a person with a good, sound working knowledge of human nature. (4) He is an organizer, capable of gathering about him from among the force of employees men and women and boys and girls who will help him.

HUMAN INTEREST NOT ALWAYS TO THE FRONT

(5) There is an abundance of news regarding both the little occurrences and the big events of the institution. There are a lot of personal items regarding the workers and their every-day life. The keynote is *human interest.*

(6) Inspirational and helpful articles are contributed by various members of the organization covering almost every phase of the average worker's business, social and home life; health and advancement, present and future.

(7) Ambition is stimulated by every possible means. Contests with prizes are held. Suggestions are solicited and rewarded.

(8) The get-together, pull-together, brother-and-sister spirit is fostered by means of stimulated social intercourse and a better mutual understanding.

(9) Promotions in the ranks and particularly good work are given honorable mention. In many instances there are rolls of honor for promptness and steady attendance, for sales, for accuracy, for successful delivery of C. O. D.'s, and along other lines peculiarly suited to individual institutions.

(10) Picnics, dances, athletic contests, debates, etc., are encouraged and given full publicity.

(11) The owners of the business speak to their employees collectively through the medium of their publication. They encourage it by many means. They pay the expense of publication, but exercise no voice in its management.

(12) The employees' magazine is the organ of all of the organizations within the institution established for welfare, insurance, sick or death benefits, sports, social intercourse, self-improvement, increased efficiency, education or business training.

(13) It is the forum of employees. All are invited to contribute, to write their grievances, suggestions, ideas and comments for publication.

Finally, the employees' magazine, at a trifling money cost and no great amount of labor on the part of a man or woman fitted for the part of editor, is, to the employees of any institution, at once news, literature, inspiration, helpfulness, a medium of personal expression, a means of instruction, a guide to increased efficiency and success, a sign-post against errors and an exponent of the principles for which their employers stand.

The matter for publication does not all have to originate within the establishment. Good things may be reprinted or adapted from many sources. Local men and women successful in many lines will generally contribute if properly approached, and it is surprising how much talent is developed among a body of employees along lines of writing on live topics or clipping, for the editor's approval, good articles that appear in the newspapers and magazines of the day.

The successful editor avoids making the employees' magazine preachy. That is essential. It is about the only important "don't" he has to consider. Otherwise his latitude is as wide as the broad range of human interest, sympathy and need.

H. Lionel Redman is the new advertising manager of Saks & Co., New York, succeeding J. F. Beale, Jr., who recently resigned. Mr. Redman was with R. H. Macy & Co.

A. P. Coakley, who has been engaged in advertising work in the past upon Chicago and St. Louis newspapers, has been appointed advertising manager of the Kansas City *Post.*

An Idea That Is Making Good

THE KNICKERBOCKER PRESS

COVERS

Albany, Troy, Schenectady and The Capitol District

FOR YOU

RATE, SIX CENTS FLAT

Advertisers, Sales Managers and Space Buyers are requested to write

THE KNICKERBOCKER PRESS

FOR FACTS

Member of A. B. C.

Go After Business in Canada

Business in Canada is better these days. Much better than it was. You'll be surprised to find how much of it there is if you go after it in the right way.

If you could put a sample of your goods, or a booklet about them, into every home where they might find use, think how your sales would be affected.

We have some very useful information on what has been and can be accomplished by such direct advertising. It is contained in our new book "The Way to Bigger Business." We will send you a copy if you will write us for it on your business letterhead.

Offices In Every Large City

DOMINION MESSENGER & SIGNAL CO., Limited

Associated with the
G. N. W. Telegraph Co.
[The Western Union Connection in Canada]

Head Office, Toronto, Ont.
S. B. McMICHAEL
General Manager

Reminiscences of an Old Agency Copy-writer

In Which Some Theory-bound Advertisers Can See Themselves as Others See Them and Profit Accordingly

By R. F. B.

LAST month I celebrated my seventeenth anniversary as an agency copy-writer. In my day I have met a goodly number of "balky" advertisers, but none quite so obsessed with pet theories as a certain baking-powder manufacturer whose account I handled for one of the larger Philadelphia agencies back in '99.

This advertiser, whom we will call Stephens for short, was a gentleman of most pronounced ideas. When he got a thing into his head all the salesmen this side of Pittsburgh couldn't get it out. It was a life fixture. And the worst of it all was, from the point of view of the advertising agent, he sort of specialized in the absorption of advertising ideas, especially those having to do with copy. To use a line of all caps, was to send a layout sprawling into the waste-paper basket. "Got" in the copy would cause him to throw a near-fit. And kindness help the poor misguided copy-writer who submitted a paragraph beginning with a pronoun!

But with all his pet theories, which in the main were not without foundation, Stephens wouldn't have been so bad if it wasn't for his theory about keeping an agency on its "toes." He had the knack of making a letter of complaint sing and hiss as you read it. It just seemed to reach up and slap you in the face. And his main pastime in life, next to playing golf with our competitor's solicitors (which he once told a friend made us work harder), was demonstrating his letter-writing ability to his stenographer. Every month, just as regularly as we sent in our bill, we could expect one of his sizzlers. It was his pet theory that to get the most out of a man you had to "bawl" him out every so often, regardless of whether he needed it or not.

I mention these characteristics merely to give you an insight into the man's disposition, and to show you what we had to work with and please. We wouldn't have minded the letters so much, only for the fact that during the ten days following receipt of our bill no one dared submit any copy to him. The better it was the more the matter with it. It lacked "punch," "individuality," "directness" or "sales thought." Frequently it was "devoid of any intelligent ideas," and a favorite expression on the second or third day after the bill came in was that the signature was the only part of the ad that said anything.

It fell to my lot not long after I joined the agency to submit twelve newspaper ads within a day of receiving his monthly ginger-up letter. To put it mildly I had cold feet. But the ads had to be O.K.'d that day, so the only thing was to make the best of what seemed a hopeless interview.

The plant happened to be in Newark, which gave me plenty of time to think over the best way to approach the advertiser. First I thought of waiting till after lunch, figuring that I could catch him feeling good. Then I thought of getting the sales manager to help sell him the copy, but I was afraid there might have been friction, or that the sales manager had just got his monthly dressing down. Finally I hit upon a plan that worked like a Hindoo charm, and has never failed to work on that type of man since.

When I finally got into the office, I took the copy out of the portfolio and before handing it to Mr. Stephens, pointed out that after considering a number of

EXPANSION

ON JANUARY FIRST THE FORCES OF McLAIN COMPANY, PHILADELPHIA, AND HOWARD S. HADDEN, NEW YORK, UNITED TO FORM A GREATER ADVERTISING AGENCY, TO BE KNOWN AS THE McLAIN-HADDEN-SIMPERS CO. BY THIS CONSOLIDATION A GROUP OF WORKERS IS BROUGHT TOGETHER, THE COLLECTIVE EXPERIENCE OF WHICH COVERS A WIDE FIELD OF ADVERTISING AND MERCHANDISING PRACTICE THAT NOT ONLY INSURES STRONGER SERVICE TO AN ALREADY LARGE CLIENTELE, BUT PERMITS THE ADDITION OF A LIMITED NUMBER OF NEW ACCOUNTS.

COMPLETE ORGANIZATIONS WILL BE MAINTAINED IN BOTH PHILADELPHIA AND NEW YORK.

THE OFFICERS OF THE COMPANY ARE:

WILLIAM R. McLAIN, President
HOWARD S. HADDEN, Vice President
ROBERT S. SIMPERS, Treasurer
WILLIAM H. HICKS, Secretary

McLain-Hadden-Simpers Co.

ADVERTISING

PHILADELPHIA
210 W. Washington Square

NEW YORK
220 Broadway

MHS

New York City Surface Car Advertising

is read over and over again.

It is never out of sight for a minute, day or night.

Each card is read by many buyers at the same time.

Daily Circulation 2,000,000

It is the most searching and persistent publicity.

National in scope.

It fits any appropriation, large or small.

New York City Car Advertising Company
Jesse Wineburgh, Pres.
225 Fifth Ave., New York
Tel. 4680 Madison

ideas for copy, we had decided that none were as good as the suggestion that he had made in talking to me about the campaign last week, and with that suggestion for a basic idea I had evolved these twelve pieces of copy. Then with a few dramatic touches I turned back the cover on the first piece of copy and showed him, what he believed to be an *evolution of his own idea.* Now, it is contrary to human nature to look critically upon the product of our own brain, and Mr. Stephens was very human. True, we had to make a few changes in the wording of the copy, but the ideas went over with flying colors!

As you have probably guessed it would have been hard to discover any relationship to the suggestions Mr. Stephens had made and the ideas in the ads, but like most busy men Mr. Stephens' memory was not trained to record the numerous suggestions he was in the habit of making, and—well anyhow, the copy went over.

POUNDING ON THE DESK HELPED HERE

So long as advertisers persist in making agency copy-writers use up perfectly good energy in getting them to O.K. copy, energy which otherwise could be used in creative ways to far better advantage, we will have to continue making a study of them as well as their product. But unfortunately you can't lay down any hard and fast rules for handling advertisers.

Just to show you how far apart the mental attitudes of advertisers can get I might compare two present-day clients of mine—a talking-machine manufacturer and a big Chicago printer. In the case of the talking-machine manufacturer you have to figure on spending the best part of an afternoon in arguing with him, and finally brow-beating him into using the copy. I put over a $1,800 catalogue the other day by getting real mad, and almost pounding the varnish off his desk.

On the other hand to attempt anything like that with the printer

BUFFALO
450 Rooms 450 Baths

DETROIT
800 Rooms 800 Baths

CLEVELAND
700 Rooms 700 Baths

Comfortable

YOU'LL be comfortable—bodily and mentally—in a Hotel Statler, so far as it is in the power of a hotel to make you so.

Comfort isn't wholly a matter of a good bed, easy chairs, restful surroundings and cleanliness. At a Hotel Statler you get those things—at their best—and you also get a *service* that keeps your comfort in mind. Further, it is an efficient service, that relieves you of petty worries about telegrams or laundry or baggage or callers.

That service is for every guest, whether he spends $1.50 or $20 a day.

You'll always find other advertising men at the Statler.

HOTELS STATLER

BUFFALO CLEVELAND DETROIT

Educational Film Corporation

205 WEST 40th STREET, NEW YORK CITY

A Thoroughly-organized and highly-equipped group of men trained in the production of

Motion Pictures

for Advertising and Industrial purposes, offering a complete service of demonstrated efficiency, from preparing the scenario to providing distributing facilities.

EDUCATIONAL·FILM·CORPORATION·NEW·YORK·

WILMINGTON
DELAWARE

The Wealthiest City per Capita in America.

Every Evening

The Leading Newspaper of the City and State.

CIRCULATION
12,400 Daily

Bryant, Griffith & Fredricks, Inc.
Foreign Representatives
NEW YORK BOSTON CHICAGO

The Winnipeg Telegram

as an exclusive afternoon paper has been making rapid strides. Daily average circulation for 1915

40,776

An increase of 79% over the issue of the afternoon edition a year ago.

QUALITY, HONESTY and MERIT

are three virtues that characterize the Telegram as a high-class home paper.

Largest afternoon circulation west of Toronto.

Member Audit Bureau of Circulations.

BRANCH OFFICES:
VERREE & CONKLIN
Brunswick Bldg., 225 Fifth Ave., New York.
I. S. WALLIS & SON
1246 First National Bank Bldg., Chicago.

would be suicide. In his case the safest procedure is to submit the dummy and copy and then review a few arguments against the piece. This has the effect of making him fly to the defense of the idea—he is a most contrary individual—and the first thing you know he has sold himself without your having to say a word in its favor. Of course, one must be careful in choosing objections that can easily be met, and to use a hesitating, uncertain tone in voicing them.

This last stratagem was one which I happened upon accidentally while in my client's office one day. His sales manager, who of all men you would think ought to be able to handle him, had interrupted our conference and sought to get the printer's approval for a plan to shut out competitive bids on an order for several million almanacs. To put the deal over the sales manager had to get the boss to buy a special attachment for his stitching machine; an attachment which put a wire loop on the almanac at the same time that it stitched it. This the boss was not inclined to do, and the harder his sales manager pleaded, the more contrary the printer became.

A PRINTERS' STRATAGEM

"But don't you see, Mr. H——," argued the manager of sales, "that if we have that attachment on the stitcher we can underbid every other printer. No printer in this part of the country, outside of one who doesn't do job work, has this attachment. All we have to do is to get them to write wire loop into the specifications, and the job is ours."

But Mr. H—— didn't see, nor did he want to see. He was too busy thinking up objections to the plan, which looked to me as a very clever scheme of getting business at your own price. It was not unlike the well-known and successful political dodge of getting the Board of Local Improvements to specify a paving material which only one contractor can buy. However, my opinion was not asked, so I had ample opportunity to use the occasion

for studying the printer's combative tendencies and making a mental memorandum of them for future use. Ever since it has been a mystery to me why some advertisers persist in looking at every proposition put up to them from a "I-can't-use-it" standpoint. How much better it would be for business in general if they would only consider things from a "how-can-I-use-it" point of view.

However, I don't think this negative attitude of mind is so much a matter of contrariness as it is the natural dislike the man at the head of a business feels toward anyone outside of his business assuming that he knows something about it that the advertiser himself doesn't know. When I think back over the advertisers I have worked with and for, it is safe to say that two-thirds of them are touchy on that point. One man, the head of a big tobacco company, I recall particularly. I think I must have submitted a dozen pieces of copy to him, all of which he turned down one after the other, before I got down to the root of the trouble. He resented my attempting to explain the copy to him, although I found this out by accident.

The discovery came about in this way. After my repeated failures to get him to O.K. my copy I became indifferent. Down in my heart I knew that I had put up some mighty good copy to him, and I also knew it would be hard for me to produce better copy. So I decided to experiment. I took the first piece of copy I wrote, gave it a new head, changed around the layout, and took it over to his office.

POPE'S RULE WORKED HERE

I was shown into his private office, but it was plain I had been shown in only to be told to come back later, and the thought of being thus thrust aside jarred on my otherwise jaded good disposition. So without any explanation I laid the copy on the desk and asked him to O.K. it. I remember my words:

The Ayer & Son Advertisement

(Concluded)

The remainder of the state is pre-eminently agricultural. Delaware peaches are famous. Market gardening, stimulated by proximity to the large cities, is an important and growing activity. Delaware has built up a considerable industry in the canning of tomatoes and other vegetables and small fruits. Right now more than one hundred canneries are sending out annually more than a million cases of tomatoes.

Back in Revolutionary days, Captain Caldwell, commanding the First Delaware Regiment of Continentals, made cock-fighting his hobby. Being pretty much of a connoisseur in this line, the Captain always sought sons of blue hens, for these feather-weights and bantam-weights were born with pugnacious proclivities, in his opinion. Hence the name Blue Hen's Chickens, which has clung to Delawareans to this day.

The hen is now recognized as a simon-pure advertiser for reasons which are familiar to everyone. Just now the State of the Blue Hen is enjoying unprecedented prosperity.

Never was there a more favorable opportunity for the small concern for solid and rapid growth. Delaware is an ideal field for the development of co-operative marketing of fruits and vegetables which has been so successful in other states. Where is there a greater opportunity for a complete line of high-grade canned fruits, vegetables and sea food?

Delaware has something to offer the rest of the country. It's time for the Blue Hen to cackle and spread that fact broadcast. We, of Advertising Headquarters, are ready with expert knowledge in the handling of "incubator chicks" in the advertising world. We have developed many of these in other states. We can do the same in Delaware.

N. W. AYER & SON

Philadelphia

New York Boston Chicago

"This is that copy for farm papers," I said, "will you please O.K. it. We must send it West to-night."

He picked up the copy, tilted back in his chair and read it through from beginning to end without comment. Then he turned around, put his O.K. on it, and handed it back to me. Needless to say I didn't lose any time in getting out of that office. I had heard of salesmen who talk themselves out of an order after they get it!

After that we never had any trouble getting copy over there, unless someone started to explain the "why" of it. To do that was fatal, and we finally came to the conclusion that the assumption of superiority that goes with a copy explanation rubbed the advertiser's fur the wrong way. Whoever it was that wrote—I think it was Pope—"Men should be taught as if you taught them not, and things unknown propos'd as things forgot," certainly knew whom he was talking about. At any rate I have found it a mighty good adage to keep in mind when putting copy over.

Another difficulty often met in my dealings with advertisers is lack of imagination. For instance, one of the big Chicago packers comes just about as close to being devoid of this quality as it is possible to be. When I was handling that account we always took mighty good care that nothing but completed drawings were submitted to him, and all suggested ads had to be set up in type and cuts in place. Of course, in the long run the advertiser paid the bills, but I have often thought how much time and trouble could be saved if he would only be a bit more tolerant, and try to use his imagination just a little. But he won't. "How am I supposed to know what that's going to look like?" was what he asked me when I showed him a carefully drawn dummy for a spread in a woman's magazine.

M. A. C.

(Modern Art Collector)

MORE EFFICIENT ADVERTISING

results from using M. A. C.—"the finest depiction of the Graphic Arts ever published on the Western Hemisphere." It shows how to make YOUR advertising more distinctive and forceful.

Issued monthly at $1 the copy or $10 per year. Order trial copy now; none free, but booklet "P" for the asking.

SOCIETY OF MODERN ART
23 East 26th Street New York

However, this packer is not alone. The average man uneducated in advertising matters usually lacks the ability to picture a completed ad in his mind. I have found a very good way of overcoming this deficiency without undue expense is to go to some pains in making the presentation as dramatic as possible.

Advertisers will often tell you: "Why all the flub-dub?" or "You don't need to go to all that trouble to show me what I am going to get," but it is too often this "flub-dub" and "trouble" that helps put over the ad. It makes the necessary impression and provides atmosphere.

It is doubtful if this was ever better demonstrated than in the story that has gone the rounds of how Lee Olwell got his job as advertising manager of the National Cash Register Company. At the time Mr. Olwell was working for the J. Walter Thompson Company in Chicago, and, so the story goes, decided that he ought to be advertising manager of the National.

He was always a good salesman, and had all of a salesman's love for the spectacular in selling. So he concluded that the best way to land the job was to go down to Dayton and apply for the position. But he took along with him one of these big pads of drawing paper similar to what the "chalk talk" artists use on the stage. Upon each leaf of this chart was drawn an impressive graphic chart showing a step in Mr. Olwell's plan of advertising, and why it would pay the National Cash Register Company to engage him as advertising manager. There was no resisting the demonstration, and Mr. Olwell soon after left Chicago for Dayton.

The same conditions hold in putting over copy. The trimmings score, especially in cases where advertising imagination may be at a premium. Of course, if all advertisers were skilled in the technique of advertising, and if all had common ideas and theories there would be less need of copy-writers having to worry

COLOR'S
THE THING

¶ Show your goods as they really are—not a mere shadow of them.

¶ Exact reproduction in full color of the actual goods, their packages, and labels—in booklets, catalogues, window displays, car cards, and posters is a most important part of our Direct Advertising work.

¶ The design illustrated is an example of how color made a small piece of advertising equal to a big one.

¶ Send for sample, and let us suggest ways to make color increase the resultfulness of your printed matter.

¶ We are co-operating successfully with many national advertisers.

The MUNRO and HARFORD CO.
Lithographers & Color Printers
33d ST. & NINTH AVENUE
NEW YORK

Business Is Good In Seattle

Time and distance make it impossible for every advertiser to see Seattle and the Pacific Northwest as it needs to be seen to gain an adequate idea of the possibilities for business in that section. The best substitute is a careful study of the most prosperous and representative paper in that territory.

The Seattle Times

Through its high editorial standard it reflects the character of the people as well as the spirit of progressiveness which has made Seattle what it is to-day. It shows by its well-filled advertising columns that both local and national advertisers get results, and largely because of its great superiority over its contemporaries in the field, in point of circulation.

In the month of December, 1915, The Seattle Times carried 957,810 lines of advertising—a gain of 96,054 lines over December, 1914, and 67,186 lines in excess of the combined business of the next two largest papers.

By every test the Seattle Times is a first-class newspaper in a first-class market. Further information, rates, etc., to interested manufacturers.

Times Printing Company of Seattle

HOME OFFICE

The Times Building, Seattle, Wash., Cor. Second Ave. & Union St.

EASTERN REPRESENTATIVE

THE S. C. BECKWITH SPECIAL AGENCY

Tribune Building, New York.
Tribune Building, Chicago.
Third Nat'l Bank Bldg., St. Louis.

about these big little details; details which eat up a goodly portion of an agent's thirteen and three. But no such Utopian state of affairs seems pending, so I suppose advertising agents will have to continue paying the piper. Some day advertisers may awake to a fuller appreciation of the fact that their best interests will be served by helping the agent to get copy over, instead of hindering him, and then as B. L. T., the Chicago *Tribune's* humorist, would put it: "A fatter purse will be had by all."

Fraudulent Advertising Bill in Massachusetts

The Boston Chamber of Commerce, through its Retail Trade Board, has introduced in the Massachusetts Legislature a bill relating to untrue and misleading advertisements, which is designed to be more effective than the statute now in force. The text is that of the PRINTERS' INK Model Statute, with an added clause which reads, "and which such person, firm, or corporation *knew, or might on reasonable investigation have ascertained,* to be untrue, deceptive or misleading." The penalty provided is a fine of from $10 to $500 for each offense.

WANTED—

Sales and Advertising Writer

We have an opening in our Sales Organization for a man not younger than thirty nor older than forty years.

His qualifications should be about as follows:

He must have a thorough education in English—college preferred.

He must have experience in advertising and selling.

He should be able to write copy with facility; in fact he should become our Master Salesman on paper.

It shall be his duty to write a large part and direct and supervise all of the copy for everything we publish.

Selling experience is absolutely necessary, because he will have charge of the compilation of our Sales Manuals and selling instructions of every kind and description. The ordinary, everyday, highfaluting advertising writer who writes copy for advertisements in national magazines would be useless in this position.

This is a difficult position to fill, and we shall expect to pay a liberal salary for the right kind of a man.

REMEMBER WHAT WE WANT—A MASTER SALESMAN ON PAPER.

Address Henry Theobald, President, Toledo Scale Co., Toledo, Ohio.

All communications will be guarded as strictly confidential.

Nationalizing a Cigar by Zone Work

(*Continued from page 12*)

will not advertise themselves, or at least do so slowly. The better the goods, the cheaper it is to advertise. Quality is in fact indispensable to advertising.

Besides, there is an answer to this in the other objection, that cigars are all so very much alike. They cannot both be all alike and all different.

LACK PACKAGE POSSIBILITIES

As a matter of fact, cigars do at this minute look very much alike. They haven't the happy package possibilities that the cigarette has. A number of manufacturers are doing something with the tin foil or the paper with which individual cigars are packed, and are experimenting with other methods for identifying and distinguishing the brands.

This is only the first step. The manufacturers of many other commodities who first branded them had no idea of ultimately advertising them. Branding was the first necessity and advertising was the last. So it may be with cigars.

Something has got to be done at all events, because cigar consumption is falling off. It has been fluctuating up and down since 1905 and is less to-day than it was in 1907 or last year. It has fallen off while smoking tobacco has been increasing 35 per cent and cigarettes from 100 per cent in one grade to 400 per cent in another.

Hence, the cigar field as a whole cannot be entirely right in its contention that present methods are meeting the situation. Some companies are gaining. Seidenberg & Company are undoubtedly a highly successful institution, but they are evidently gaining at the expense of other manufacturers. The industry as a whole is losing to the cigarette and smoking tobacco fields.

It seems strange, when these industries are such heavy advertisers and in many cases actually

Jersey Cream with a Metropolitan Flavor

THE NEW MEDIUM

Covering the Richest, Most Populous and Responsive territory in Northern New Jersey and Southern New York States.

Giving Unparalleled Co-operation to agents and clients.

200 cities and towns reached in Suburban Zone, via

Erie Railroad Car and Poster Advertising

The Best Car Advertising in New Jersey. It costs less and is the most effective

THE NEWEST MEDIUM

Covering the HEART OF NEW ENGLAND, embracing the states of New York, Connecticut, Rhode Island and Massachusetts.

Advertising agents fully protected.

Reaching over 800 cities and towns, via

New York, New Haven & Hartford R. R. and Central New England Lines Car and Poster Advertising

The "Broadway" of Railroad Advertising

Cars operated in the Suburban Zones out of New York, Boston and Providence, etc., and Central Zone, displaying standard size car cards 11 x 21", 11 x 42", 22 x 21" and 16 x 48" over the doors,

also

One-sheet and three-sheet posters artistically displayed outside facing track on over 800 stations in New York, Connecticut, Rhode Island and Massachusetts.

For RATES and FULL PARTICULARS address

GEO. W. ROEBLING
50 Church St., New York
Telephone 8480 Cortland

ALL ABOARD!!!

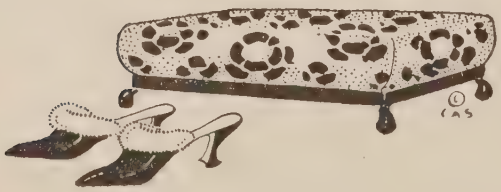
Attracting the Feminine Eye

Since eighty per cent of the purchasing in retail stores is done by women, it is of the utmost importance that the advertising of many products shall be expertly adjusted to the feminine eye and mind.

We offer a wide and varied experience in advertising and merchandising *to-be-bought-by-women products* and exceptional facilities for producing illustrations and copy with strong feminine appeal.

We will welcome an opportunity to explain our service and facilities and to demonstrate to the advertiser how they may be successfully applied to his needs.

CENTURY
ADVERTISING SERVICE CO.
120 WEST 32ND STREET
NEW YORK



control the cigar companies that they do not advertise cigars.

There are several reasons. The most obvious is that it is only recently that there have been such things as national brands of cigars, and you will remember that in almost all lines commodities are nationally distributed for a long time before any one of them is advertised. Manufacturers take present profits for a while before they come to be convinced that they should also provide for future profits. A good brand spreads in the meantime, not indeed by itself, but with a little pushing by interested traders.

The money that might be spent in consumer advertising is not put into quality, or all of it, as so many think. It goes into the inducements that must be made to jobber and dealer. It advertises to the trade instead of to the consumer. It is only later, when the cigar manufacturer finds other manufacturers offering similar inducements to the trade that it is driven to go back of the trade and appeal to the court of last resort, the public itself.

Cigarette manufacturers had that experience. They may be spending altogether too much, but that is not because they are deceived about the efficiency of advertising, it is because they all want so much business. They cannot go back to the period of "sweetening" the jobber and dealer with long discounts, although jobber and dealer are sure they would prefer it. Advertising has proved itself more efficient.

There are fundamental differences between the two kinds of merchandising, which have been only partly explained. Cigarettes are *bought* by the consumers; cigars have to be *sold*. That is the difference. Cigarette advertising has educated the consumer to go into the retail store and ask for what he wants. The box visualizes a brand to him. Cigarette advertising is box advertising.

A cigar smoker pays much more attention to his cigar than a cigarette smoker does to his cigarettes. He hangs over the show case, asks advice, accepts a weed

from someone else, studies it while he smokes it. He has a preference and exercises it generally, but he is ready to switch for a time. Probably he inclines toward stronger cigars than he can habitually smoke and has to go back to the milder weed from time to time.

But spite of experience and discrimination, all cigars in a case look more or less alike to him. The cigar band does not stand out as an aggressive sales factor. There may be no ad on the wall, or he may miss it. One box in the case looks very much like another box. He has very little beside his own memory to go on. And perhaps, after all, the dealer does not carry his brand. If he is a traveling man, he may be in a territory where it is not sold.

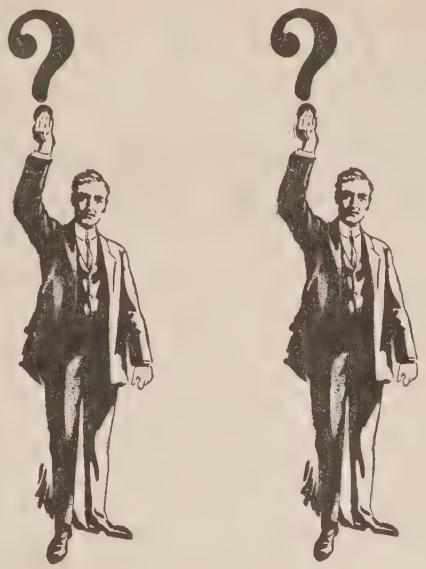
CIGAR SMOKER TAKES ADVICE

So it is notorious the cigar smoker takes advice. Despairing of getting a recognized favorite, he asks for a mild ten-cent cigar, or a short strong two-for-a-quarter Havana smoke, or a Pittsburgh stogie.

So the cigar manufacturer, instead of laying out most of his promotion investment directly on the ultimate consumer and educating him, spends it on the middlemen—trusts them to do it for him—pays the jobbers to influence the dealer and the dealer to influence the public.

Cigarette advertising aims to make the selling process automatic and to leave no room for dealers' influence. Cigar merchandising has to keep building up the personal fences all the time. Cigar salesmen are paid what may be twice as much as cigarette salesmen because their work is so largely diplomatic.

The typical cigarette man is a missionary or a sampler. The typical cigar man is a crony to the trade. Time was when the trade's good will was to be had only by the classical wining and dining,and some keep it up to-day, but the custom has almost passed, as it has in other lines of business. The dealers are learning to select the brands that pay them.



Can You Raise a Question

as to the service we give, when we tell you that in the past three months we have handled orders from more than 145 cities in 35 states?

With these results

"We have to say that all the"
"work on the booklet met"
"with unqualified approval."

"I wish to express my appre-"
"ciation to your firm for the"
"splendid work you have"
"done for us."

"It is a pleasure to do busi-"
"ness with a house when such"
"intelligent interpretation is"
"made of somewhat mixed"
"instructions."

AND HUNDREDS OF OTHERS.

What do YOU need at this time?

—Established 1889—

GATCHEL & MANNING

Designers and Engravers

In ONE or MORE COLORS

For Catalogues, Advertisements or other purposes

Sixth and Chestnut Sts.

PHILADELPHIA

[Mention PRINTERS' INK]

ETCHINGS is a little House Organ we occasionally issue. If interested let us know.

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

CATALOGUES

bound in cloth, leather, or paper. Best quality and reasonable prices. Quantity orders solicited.

THOMAS Y. CROWELL CO.
Bookbinding Department
426-428 West Broadway, New York

YOU have probably seen some of our beautiful hotel books. We have just as fine work for manufacturers and merchants. Send for samples in your line.

THE KALKHOFF CO.
216 West 18th Street, New York

MOST of our business comes through those who know good advertising composition and appreciate good service.

Day and Night Service

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

BOOKLETS and CATALOGUES

Many of America's prominent advertisers and advertising agencies like the George Batten Co., J. Walter Thompson Co., Frank Seaman, Inc., Federal Agency and others requiring High Class Work use the—

Charles Francis Press
Printers of PRINTERS' INK
30-32 W. 13th St., N. Y. City

WE operate the largest plant in the East for the *complete* manufacture of high grade catalogs and magazines.

Prompt deliveries guaranteed.

THE PERIODICAL PRESS
76–88 Lafayette St. - - New York

Western Advertisers

know that KENFIELD-LEACH SERVICE is unsurpassable. Manufacturing and creative costs kept separate. This gives you exceptional service without having to pay extra for it. We are especially equipped for printing *house organs, catalogues and large runs of all kinds.*

GET OUR PRICES.

KENFIELD-LEACH COMPANY
445 Plymouth Ct. Chicago, Ill.

TRIFLES
MAKE PERFECTION

but perfection is no trifle :: Attention to every little detail enables us to produce Printing That Pulls.

WALTERS & MAHON
Incorporated
64 Church Street :: New York
PHONE CORTLANDT 1087-1088

READ PRINTING COMPANY
HIRAM SHERWOOD, President

Ideal service in Printing—from the design to the binding

106 SEVENTH AVE., N. Y.
Telephone 6396 and 6397 Chelsea

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers, Advertising Agents and Publishers

SCIENTIFIC ENGRAVING CO.
406-426 W. 31st St., New York
Telephones Chelsea 2117-2118-2229
Best Equipped Plant in New York
Guarantees you finest plates at reasonable rates
FINE PLATES

ELECTRO SERVICE IN CANADA

MONTREAL, Nov. 10-15

"Dear Mr. Hirt—
I want to thank you for the consistently good service you are giving this office—both in the quality of the plates you are making and in the details of shipment and checking. The Tooke job just completed is especially good.
Very truly yours,
J. J. GIBBONS, LIMITED,
by Paul Fitzpatrick."

RAPID ELECTROTYPE CO.
OF CANADA
345-347 Craig W. Montreal, P. Q.

"BY what process do you make your halftones?" writes one of the largest advertising agencies in Chicago. "We have been trying to get the same results, and sometimes we do get them and sometimes we do not."
You can eliminate uncertainty and risk and insure uniform good results by buying the best printing plates made.

Metropolitan Art Craft Co.
Photo-Engravers
2 Duane St. New York
Telephones Beekman 2980-1-2
DAY AND NIGHT SERVICE

THE STERLING ENGRAVING CO.

Designing Retouching
Halftones Ben Day
Color Process Wax

New York City, N. Y.

200 William St. Tel. 2900 Beekman
Tenth Av. cor 36th St. Tel. 3900 Greeley

ADVERTISERS associate the name Beck with engraving, as most people associate Stetson with hats, Eastman with Kodaks, Huyler with candy.

THE BECK ENGRAVING CO.
PHILADELPHIA NEW YORK

The Chromatic Process Engraving Company

DESIGNERS
PHOTO ENGRAVERS
COLOR PLATE MAKERS

129-135 Lafayette St., New York City
TELEPHONE 2394 FRANKLIN

The
Colorplate Engraving Co.
J. E. Rhodes, Pres. 311 West 43rd St. N.Y.

Quality Color Plates

THE GILL ENGRAVING COMPANY

Our reproductions for printing in colors are of the same excellent quality as our "black and white" engravings. These have been the standard of quality for 27 years.

SERVICE EQUAL TO QUALITY
140 Fifth Avenue, at 19th St.
Phone 4440 Chelsea

New England Prospers!

A number (nearly all) of the great New England textile centers have announced voluntary wage increases. Wage increases are only granted when everything is running full time.

As with textiles so in nearly all of the industries. The shoe industry was never so prosperous. Not only war orders, but the country's cry for more shoes.

Ask the New England manufacturer how things are with him and his answer will be "They are humming, thank you."

ZONE CAMPAIGNS

"After much persuasion, however, the company allowed me to try an experiment in consumer advertising. For the first year it was confined to one State, the plan being to use local newspapers and supply various selling helps to dealers who would stock a representative line of styles.

"The plan worked well in securing distribution and it increased the volume of business per customer so materially that its scope was gradually extended."

—From Printers' Ink, Dec. 30, '15, page 70.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS. Standard and Mercury
Daily Circulation 20,949 net paid.
Population 109,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE
Daily Circulation 30,000.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H. Union and Leader
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

Still, personal friendship counts for a tremendous deal yet. It is probably true that the trade looks to the salesman first and the line afterward. You get this very strongly in reading the trade press; it is a chummy, family affair. A popular salesman can many times carry off his house's good will with him. In fact, it is his and not the house's good will.

TO KEEP THE GOOD WILL

This was once the case in all lines. It is one of the reasons why manufacturers and jobbers, too, in other lines have branded and advertised their goods, to make the good will inhere in the house itself and permanently.

To keep the dealers well in line, the cigar manufacturers have to subsidize the jobbers by giving a few of them exclusive territory. That insures good negative treatment—that is to say, no cutting of prices, no neglect—but the manufacturer has to give a good round profit and he has to put his own men out on the territory to help the jobber.

There are signs that the situation will not last indefinitely. More and more cigars are becoming national brands. More and more manufacturers are experimenting with advertising. It seems certain that more and more will break through some time and score a big national success through advertising. Seidenberg & Co. and the few others are only the first.

Investigates "Tobacco-Cure" Advertising

The Tobacco Merchants' Association, recently organized, is investigating the so-called "tobacco cures" which are extensively advertised. The matter has been placed in the hands of Charles Dushkind, secretary and counsel of the association, with full power to act.

Mr. Dushkind has procured samples of a number of the curative remedies, which he is having analyzed chemically. If it is found that any of the advertisements are fraudulent or deceptive and do not accomplish what they claim, the advertisers will be prosecuted not only under the postal laws, but also under the Sherley amendment of the Pure Food and Drugs Act of 1906, making the misrepresentation of curative or other properties of medicine a Federal offense.

Try Maine!

If you plan on trying your campaign in one state, Maine is one of the most desirable. Here are city people and country people, about all well to do and all daily newspaper readers.

MAINE has a number of good daily newspapers of good circulation and a fairly low rate for advertising. These publishers have played fair with their readers and so have their confidence.

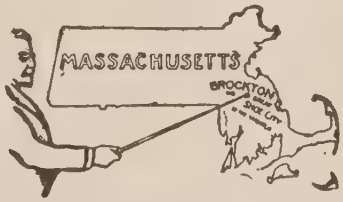
PORTLAND is the biggest city, the largest, richest and the Wholesale and Jobbing center. The

EXPRESS is the only afternoon daily and has the greatest circulation of any daily in Portland and the State. The

EVENING EXPRESS is a favorite with advertisers, local and national, as it delivers the goods.

Try Portland first!

JULIUS MATHEWS, Representative.



IS THERE ANY BETTER PLACE?

Is there any place so good for general advertisers to spend their money as in a city where there are many thousands of intelligent, skilled workmen, and where there are many churches, schools, theatres—and no saloons? Where the great mass of the people live well, dress well, spend liberally and read the newspapers omnivorously? All this applies to the Great Shoe City of the World—

Brockton, Massachusetts

A city of over 60,000 inhabitants where business goes right along the year around. The best two-cent evening paper, the Brockton

Enterprise

now in its thirty-sixth year, is printing over fourteen thousand copies daily. It is the HOME paper of Brockton and influences a large amount of trade. Its commercial rate of thirty-five cents an inch, for any amount of space for any length of time, enables strangers to do business on equal terms with all others, and does away with dickering over rates. Think it over.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $75; half page, $37.50; quarter page, $18.75; one inch, $5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, JANUARY 20, 1916

Showing the Dealer Exactly How to Sell

Is the day coming when manufacturers will find it profitable to maintain an organization which can actually go into the dealers' stores and *show* them how to sell the goods? We know of one large manufacturer who is doing just that. He has organized a separate company whose representatives go into a store and practically assume the entire management for a period ranging from a week to two months, giving the dealer an ocular demonstration of what can be done *with his own business* by means of a well-organized selling campaign.

This particular manufacturer has had experience with all of the time-honored methods of securing dealer co-operation; he has tried by mail to educate the dealer in selling methods, he has furnished electros and window display ideas, made "advertising allowances"; he has even supplied his dealers with complete advertising and selling plans based upon local conditions. All of those plans were reasonably successful, but each of them fell short in some particular, and there were always dealers on his list who could seemingly be reached by none of them. The new plan of actually showing the dealer how his business might be run has been in operation some six months, and the results are phenomenal.

Under the plan as it is organized, the dealer agrees to pay for the newspaper space used, and to accept the service in its entirety, including the full run of advertising copy, window displays, follow-up letters, price-tickets and hangers, and a systematic telephone campaign. The latter is cared for by a woman who has been carefully trained for the purpose, and the manufacturer also sends a man who is an expert salesman. He not only meets customers on the floor and closes sales, but acts as general manager of the whole campaign, following every detail as well as training the regular sales-force, helping pass upon credits, and so on. Thus the dealer gets a thoroughly planned and well co-ordinated campaign, every detail of which has been proved in actual practice. He gets the whole service—not merely such parts of it as may happen to appeal to his personal judgment. He gets the full profits from the campaign, for he makes no investment aside from the advertising, and the service is arranged to help him sell any goods he has in stock. Furthermore he is committed to follow the plan long enough to get results. He does not "quit cold" before the advertising has had a chance to prove itself.

This particular manufacturer deals in large units, and a single sale runs into three figures. The manufacturer of soap, or hosiery, or breakfast food would not be likely to follow the plan in its entirety. Yet the same idea has been approached in many different lines. Demonstrators are sent into retail stores by many manufacturers of food products, toilet ar-

ticles, hardware specialties, etc. Corset and glove manufacturers often pay the salaries of expert fitters who remain more or less permanently in certain leading stores. PRINTERS' INK has told how the salesmen of the H. J. Heinz Company act the part of demonstrators on Saturdays when the dealers are busy, taking their stand in the dealer's store, sampling among his customers, and sometimes even helping make sales of other goods. Such enterprises pay for themselves many times over, not only in increased sales, but in the dealers' good will. It will be some time before the possibilities along this line are exhausted.

Co-operative Movements in the Textile Field

The movement among producers in the textile field to form "open price associations" as a means of removing destructive competition, is worth watching. At least one association of the kind is in active operation—the National Association of Finishers of Cotton Fabrics—and the officers of the association seem highly enthusiastic over the progress that has already been made. Judging from reports in the trade, other groups are just on the verge of forming similar alliances, and it is quite possible that a respectable proportion of the trade may shortly be organized upon the new basis.

According to the president of the cotton finishers' association referred to above, an open price association is one that "will permit co-operation among manufacturers and merchants without entering into any price-fixing agreements which would be illegal, but at the same time secure an intelligent competition." Briefly stated, it involves the establishment of a central bureau to which each member will report his actual price quotations to customers, the weekly output of his plant, and the amount of unfilled orders actually on hand. The information thus furnished is to be freely circulated among the members of the association. In addition there is the constant interchange of information on cost-finding, with a view to determining the most scientific method of arriving at costs, and securing its adoption by all members. There is no suggestion of an *agreement* upon prices. Each member of the association remains free to quote as he pleases, but he is able to base his price quotations upon actual knowledge of market conditions.

Of course much depends upon the good faith with which the reports are made, and there is the possibility that the arrangement may be declared in violation of the anti-trust laws. But it speaks well for the textile trades when leading concerns begin to think of the industry as a unit, and begin to take action which is intended to benefit the industry as a whole. It shows that the willingness to co-operate in the spirit of mutual helpfulness is there, which is the really important thing. Details of organization do not so much matter.

The Social Side of the Club Movement

According to our London contemporary, *The Advertisers' Weekly*, the failure of the British Association of Advertising Clubs to establish itself is due, in large part, to the fact that the English advertising man is a poor mixer. He is prone to keep himself in a watertight compartment, and regards it as a reflection upon his dignity when he is asked to associate with "advertisement canvassers." In the discussion which we printed last week, the English editor pays a compliment to the American advertising man on the score of his willingness to mix socially with his fellows, without setting up artificial barriers of caste. Unquestionably the compliment is deserved, and no small measure of the success of the club movement in this country is due to the willingness of so many diverse interests to work together for the common good.

While the English advertising man objects to mingling socially with "advertisement canvassers," the American club makes no distinction between the buyer of ad-

vertising and the seller of advertising space or service. It is one of the greatest sources of strength in the club movement in this country that the buyers and sellers of advertising are admitted on equal terms, that they march shoulder to shoulder in such campaigns as that against fraudulent advertising, and that they are led to recognize that the welfare of the advertising industry is worth more than mere personal advantage over a competitor. We received only the other day the "Classified Directory" of the membership of the Advertising Club of New York, published by Reuben H. Donnelley, which bears witness to the fact that a wide diversity of interest may work toward a common purpose.

According to the directory, we find the Advertising Club of New York includes in its membership such varied classifications as these:

Classification	Members
Advertising Service	48
Art Service	22
Calendars	5
Directories	7
Engravers, Electrotypers, etc	22
Farm Papers	28
Lantern Slides	3
Lithographers	29
Magazines	128
Motion Picture & Film Mfrs	3
Newspapers	42
Outdoor and Street Car Advertising	30
Paper Supplies	11
Printers	87
Printing Inks	6
Publishers' Representatives	37
Religious Press	20
Signs	8
Specialty Advertising	8
Trade Papers	115
Window Displays	5

The British advertiser might be shocked at the thought of associating with such a miscellaneous group of those whom he would call "advertisement canvassers," but fortunately for the advertising club movement in this country, we do not feel that way about it. The man who sells magazine space is usually quite as fine a gentleman as the man who buys it, and it helps both to exchange ideas. Indeed it is difficult to see how there could be an advertising industry at all without both buyers and sellers, and our British cousins doubtless will take that view of it sooner or later.

Association Sets Face Against Free Publicity

The Portland Cement Association has made a good start toward successfully advertising the product which its members manufacture. It has definitely determined in favor of paid advertising, conducted on a national scale, and it has just as definitely turned its back on press-agentry, free plate matter and syndicated articles. This is half the battle already won.

Without a dissenting voice, so it is said, the Association adopted the report recommending an advertising appropriation of almost a third of a million dollars. This will be invested in farm papers, magazines and technical journals, and there will be a very respectable sum set aside for booklets and other forms of direct advertising. A hundred-odd men listened to the recommendations of the report for advertising and against the search for free publicity and not a man voted against its adoption. This is something to chronicle and it augurs well for the future. In the not distant past there have been co-operative campaigns that have leaned too heavily on the broken reed of free press notices.

There will be no "syndicated articles" issued by the Association. The value of the text pages in periodicals is recognized, however, and it will be the Association's aim to assist outside writers in the preparation of authoritative articles on concrete and its uses. Every such article that is printed will be worth while, not only to the Cement Association but to the editor who accepts it and to the subscribers who read it. These articles will be submitted for editorial acceptance on their merits; all that the Association will do is to *visé* them for the information they present.

The Cement Association has made a favorable beginning in its effort toward co-operative advertising and co-ordinate publicity. It ought to be able now to avoid the big mistakes that threaten every undertaking of a co-operative character.

MOTORISTS SECURITY ALLIANCE

J. LESTER WILLIAMS
SECRETARY-TREASURER

DIXON C. WILLIAMS
PRESIDENT
LOUIS J. PIERSON
GENERAL COUNSEL

NATIONAL EXECUTIVE HEADQUARTERS
SUITES 725-726,727 AND 728

TELEPHONE-WABASH 7436

327 S. LA SALLE STREET
CHICAGO

December 15th., 1915.

Life,
1537 Marquette Building,
Chicago, Illinois.

Gentlemen:-

Attention Mr. B.F.Provandie,
Western Manager.

Replying to your favor of December 11th., asking for a statement as to the results of our advertising in LIFE during the summer, I take the greatest pleasure in advising you that the results were most excellent. In fact, LIFE heads the list of the publications which we propose to use in 1916 and this position accorded LIFE is based upon the returns as the result of our summer campaign. The publication itself pulls as its name indicates.

Sincerely yours,

MOTORISTS SECURITY ALLIANCE,

Per J. Lester Williams
Secretary-Treasurer.

JLW-EB

1916

is a big Presidential year, more important than any since that of Abraham Lincoln and that is one reason why people, during the coming year, will look to

THE
NORTH AMERICAN
REVIEW

more than ever for real live authoritative information.

Outdoor Advertising Solicitor Wanted

Apply by letter only

The O. J. Gude Co. N.Y.

220 West 42d Street
New York City

(*All correspondence confidential*)

Justice Hughes' Decision on Package Inserts

In Eckman Case, Regarding False Claims Made on Inserts in Packages, Supreme Court Declares Sherley Amendment to Pure Food Law to Be Constitutional

THE cause of honest advertising won an important victory when the Supreme Court of the United States, on January 10, declared that Congress has the constitutional right to forbid the sale, in interstate commerce, of goods which are accompanied by false and fraudulent advertising claims. The immediate point at issue was the constitutionality of the Sherley amendment to the Food and Drugs Act of 1906, which provided that a shipment would be held misbranded "if its package or label shall bear any statement, design or device regarding the curative or therapeutic effect of such article or substances contained therein, which is false and fraudulent."

In upholding the amendment the Supreme Court opens the door to legislation which is not specifically confined to the "curative and therapeutic effect" of drugs and medicines. Congress has constitutional authority to regulate interstate commerce, the court declares, and "is not to be denied the exercise of its constitutional authority over interstate commerce and its power to adopt not only means necessary but convenient to its exercise, because these means may have the quality of police regulation."

The case arose in December, 1912, when the Eckman Manufacturing Company, of Chicago, sent into interstate commerce packages of Eckman's Alterative, enclosing a pamphlet in which the claims were made that the remedy was "effective as a preventive of pneumonia," and "we know that it has cured and will cure tuberculosis." The Government maintained that those statements were

"false and fraudulent" within the meaning of the Sherley amendment, and that their inclusion in the package brought the goods within its scope. The Eckman company contended that the pamphlet was not a label within the meaning of the law, and that the law itself was an infringement upon the police power of the States and not properly a regulation of interstate commerce.

The opinion of the Supreme Court, which was written by Justice Hughes, upholds the contentions of the Government. The court says:

"Referring to the nature of the statements, which are within the purview of the amendment, it is said that a distinction should be taken between articles which are illicit, immoral, or harmful, and those which are legitimate, and that the amendment goes beyond statements dealing with identity or ingredients. But the question remains as to what may be regarded as 'illicit,' and we find no ground for saying that Congress may not condemn the interstate transportation of swindling preparations designed to cheat credulous sufferers and make such preparations, accompanied by false and fraudulent statements, illicit with respect to interstate commerce, as well as, for example, lottery tickets. The fact that the amendment is not limited, as was the original statute, to statements regarding identity or composition (as in United States against Johnson, referred to above), does not mark a constitutional distinction. The false and fraudulent statement which the amendment describes accompanies the article in the package, and this gives to the article the character in interstate commerce.

"That false and fraudulent representations may be made with respect to the curative effect of substances is obvious. It is said that the owner has the right to give his views regarding the effect of his drugs. But a state of mind is itself a fact, and may be a material fact, and false and fraudulent representations may be made about it; and persons who make or deal in substances or

The Success

in this field of the manufacturers we represent has been the result of the constant work of a well balanced organization having the knowledge of marketing gained through twenty-four years of experience in this field.

Carefully planned and executed work in marketing the product of another manufacturer can be undertaken by our organization.

Do you want maximum sales in this field?

The Geo. F. Eberhard Company
SAN FRANCISCO
LOS ANGELES SEATTLE

The Automobile Motor Age Motor World Motor Print

Leading publications of the automobile industry.

More than 100,000 paid circulation. Every subscriber a purchaser of automobile products.

Advertising rates mailed upon request

Published by

THE CLASS JOURNAL CO.
239 W. 39th Street New York
910 S. Michigan Ave. Chicago

The Story of A Year's Work

One year ago this business was founded. We had little money and a big idea. Back of both was twelve years successfully spent in the vortex of the advertising world. We knew our business.

Since then some dozen companies in varied lines have come to know us—to their profit. Most of these were not advertisers a year ago. Today they are "coming along nicely."

Without loud noise, big promises and an iron-clad contract we have won their confidence and their business on the basis of results alone. Let us refer you to them. We would rather you get the unusual success facts from them. The details will interest you.

Turner Advertising Company
30 N. Dearborn Street, Chicago
"Nothing Succeeds Like Service"

AS AN ADVERTISER

you owe it to yourself to see whether or not you are getting the best circulation obtainable.

THE BUYING UNIT SYSTEM OF CIRCULATION PROMOTION

assures you of the kind of circulation that really produces results. One national advertiser says: "It should be adopted by every trade journal." Ask us to show what others say.

Edward H. Schulze
Maximum Service to Advertisers
220 West 42d St., New York City

compositions alleged to be curative are in a position to have superior knowledge and may be held to good faith in their statements. It cannot be said, for example, that one who should put inert matter or a worthless composition in the channels of trade, labeled or described in an accompanying circular as a cure for disease when he knows it is not, is beyond the reach of the lawmaking powers.

"Congress recognized that there must be a wide field in which assertions as to curative effect are in no sense honest expressions of opinion, but constitute absolute falsehoods and in the nature of the case can be deemed to have been made with fraudulent purpose. The amendment of 1912 applies to this field, and we have no doubt of its validity."

In this connection it is interesting to note how the Proprietary Association of America, which includes many of the reputable manufacturers of patent medicines, has already anticipated the effects of the decision. The association's endorsement of the PRINTERS' INK Model Statute at its 1914 meeting has been widely commented upon, and there have been pretty well substantiated reports that the association is about to start a very earnest campaign for public good will. As a preliminary, it is said that the association is purging itself of such members as will not live up to certain standards of conduct. Those standards are expressed in the requirements for membership which were adopted at a special meeting in December:

"The preparation must be of such character as may be reasonably expected to bring about the results for which it is recommended. Statements on package and elsewhere regarding the composition, origin, place of manufacture and name of manufacturer or distributor must be in exact accordance with the facts. Statements regarding therapeutic effects must neither be obviously unreasonable nor demonstrably false.

"The preparation must not be advertised or recommended as a

cure for diseases or conditions which are generally recognizable as incurable by the simple administration of drugs.

"The package, either as to its wrapper, label or accompanying literature, shall contain no statement in conflict with the misbranding provisions of the Federal Food and Drugs Act."

M. A. Graham has been appointed assistant advertising manager of the Detroiter Motor Car Company, Detroit.

Death of F. N. Barksdale

Francis N. Barksdale, who was in charge of the advertising of the Pennsylvania Railroad, died in Philadelphia January 14, aged 60 years. He entered the service of the advertising department of the railroad in 1883 and in 1890 became head of the department.

Circulation Manager of Springfield Republican"

Robert F. Duncan, for some time secretary to the late Samuel Bowles, has been appointed circulation manager of the Springfield *Republican*.

50,000 Retail Merchants

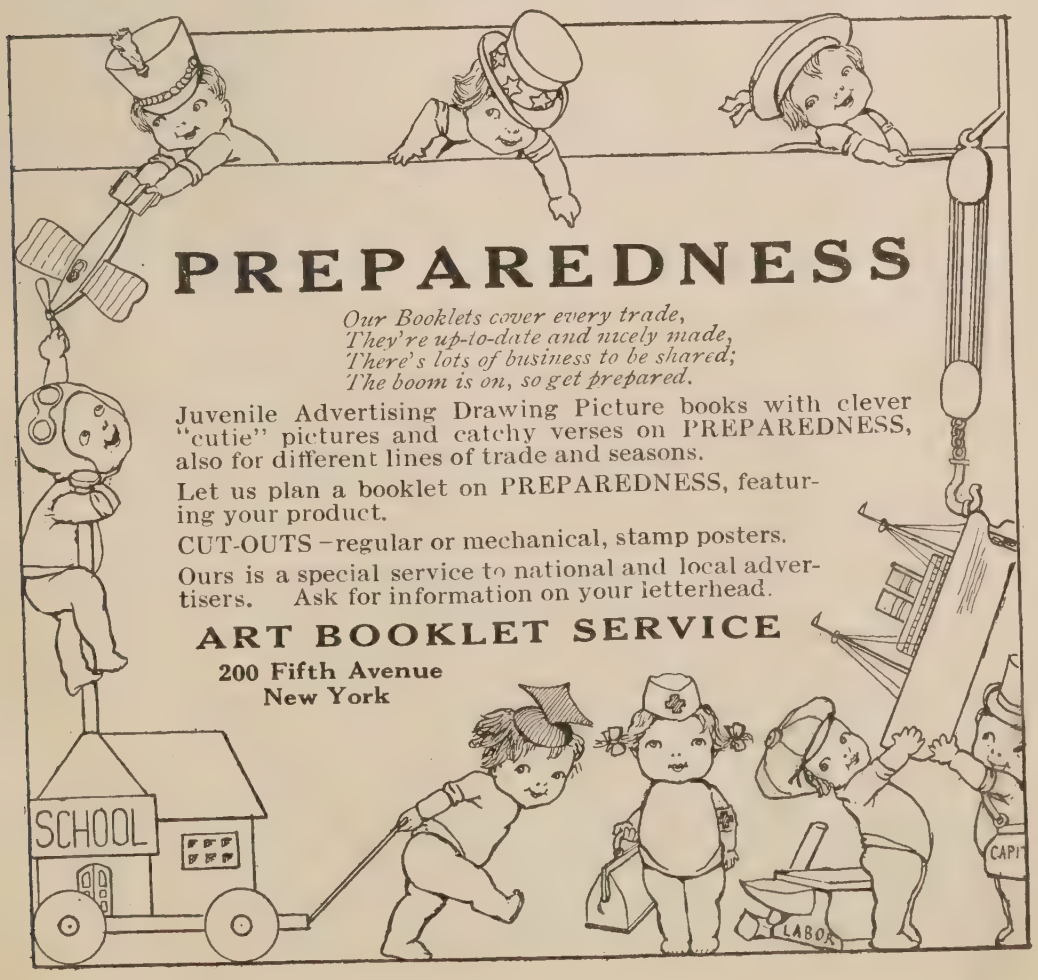
Are paid subscribers of a national magazine for merchants—THE MERCHANTS TRADE JOURNAL —for which they pay $3.00 per year.

These retailers are located in cities and towns up to 200,000 population.

Write for A. B. C. statement showing circulation by states, classification according to kinds of business, etc.

MERCHANTS TRADE JOURNAL

CHICAGO Lytton Bldg. **DES MOINES, IA.** 7th and Grand Ave. **BOSTON** Publicity Bldg. **NEW YORK CITY** Flatiron Bldg.



The Little Schoolmaster's Classroom

YOUR Schoolmaster was talking the other day with a manufacturer of woven labels—such as are sewn into garments of one kind and another. We were discussing the recent action of the men's wear association in establishing a registration bureau in order to put a stop to the practice of imitating labels which is indulged in by a few unscrupulous concerns. "The task of guarding against imitation is far from being our hardest problem," said the label man. "The toughest proposition we are up against is in trying to persuade the garment manufacturer that a label is anything more than a piece of merchandise. It is strange, but true, that the label which goes straight into the hands of the purchaser of the goods, which commonly lasts as long as the garment to which it is attached, and which ought to serve not only as a mark of identification, but also as an advertisement for other goods made by the same concern, is usually bought on exactly the same basis as wrapping paper, twine and 'sundries' generally. Mighty seldom, in my experience, does the head of the concern or the advertising man pay the slightest attention to the label proposition. 'Quote me on 10,000 of those,' says the supply buyer, tossing out a specimen of this regular label. 'Oh, you're "way high," he says. 'You will have to shade that if you do business with us.'

* * *

"So we go away and figure on skimping a little here and there so as to reproduce his old label at a price which will enable us to land the order. And what is his old label? Probably a meaningless jumble of monogrammed letters with a couple of rampant lions, and his name and address. It's funny how many concerns seem to like rampant lions. If we suggest that it might be wise to leave off the menagerie and substitute a line of announcement that the concern also manufactures waists and skirts, the supply buyer gives us the stony glare. He is only interested in getting a price on that particular label. He knows nothing about advertising, and cares less. He is buying a piece of merchandise."

* * *

Now this particular label manufacturer says that he is making a determined effort to get garment makers to appreciate the fact that a label may have some advertising value. The Schoolmaster hopes he will succeed, but it probably will be some time before the supply buyer relinquishes his hold upon the label proposition. The Schoolmaster remembers what a seemingly eternal struggle took place in a certain concern before the factory purchasing agent could be persuaded that he wasn't divinely endowed with the ability to buy printing and engraving. That the label ought to be recognized as within the province of the advertising man goes without saying, but it will take a good deal of persuasion to put it there.

* * *

What queer notions the small-town retailer will sometimes take in matters of advertising. A New York State retailer recently said to a national advertiser: "We don't put up any signs on our store or on our warehouse, but we are in the central part of our town and have planted a nice flag-pole right in front of our building. We would like to have each manufacturer whose products we handle furnish us a durable flag that we can run up on this pole." He got a number of flags, and occasional Ford automobilists tell this certain national advertiser that they see his display plainly when they run into this town.

* * *

Another retailer urged a manufacturer to use an inch advertisement daily rather than advertisement of fair size inserted from four to eight times a month in the local newspaper. The retailer didn't seem to realize that an im-

If I Could Meet You Face to Face

I would tell you exactly what I am telling you here—that, in the circulation of GOOD HEALTH, you do not need to buy a whole lot of "waste" at "gross" rates because—the circulation of GOOD HEALTH is *all net—and I can prove it.* Dare you to give me a chance. Come on! Be a sport!

J. Dwight Brewer
Advertising Manager

GOOD HEALTH

1801 W. Main St.
Battle Creek
Mich.

NEWSPAPER MACHINERY FOR SALE

Having recently purchased the entire plant and equipment of The Times Publishing Company of Oklahoma City, we have for sale, at a low figure, the following:

HOE PRINTING PRESS

Twenty-four pages with color equipment. In excellent condition.

LINOTYPE MACHINES

Four Model 1 Mergenthaler Linotype Machines in first-class running order. The Model 1 is the fastest straight matter machine ever built and they can be used to great advantage in small offices. These machines may be converted into general purpose machines. If you are thinking of adding a Linotype to your equipment, do not overlook this opportunity, because the price is right.

STEREOTYPE OUTFIT

With double steam table. Twenty form trucks and chases and a twenty-five horse-power motor.

All the above is going to be sold quick. For further particulars call at our office or write.

THE DAILY OKLAHOMAN - Oklahoma City, Okla.

"GIBBONS Knows CANADA"

If You Want to Reach the Motor Car Owner Use the

AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

PAUL BROWN
COMMERCIAL ARTIST
61 WASHINGTON AVE.,
GARDEN CITY, L.I.
N.Y. PHONE 6120 RIVERSIDE.

Case and Comment
THE LAWYERS MAGAZINE

The leading law magazine, which through sheer force of merit has forced all real competitors from the field.

One hundred per cent office circulation, composed entirely of rated men representing the cream of the legal profession of this country and its dependencies.

Guaranteed circulation of 14,500
Low rate of $48.00 per page

Forms close on the tenth of preceding month

Published by
The Lawyers Co-op. Publishing Co.
Rochester, New York

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.
Circulation 133,992. Rate 35c.

PATENTS

Our Hand Books on Patents, Trade-Marks, etc., sent free. 70 years' experience. Patents procured through Munn & Co., receive free notice in the **SCIENTIFIC AMERICAN.**

MUNN & CO. 662 Woolworth Bldg., N.Y. 625 F St. Washington, D.C.

pression created by a good advertisement would be certain to last a week or so, but thought the advertisement would have to be in every day in order to be effective. He had to be reminded that some of the most effective national campaigns have been carried out on the basis of weekly or monthly appearances of advertisements.

* * *

The Schoolmaster recently saw a solicitation from an advertising-service concern written on a letterhead that was as close an imitation of the letterhead of a New York advertising agency as it could be, considering the difference in names. Furthermore, the argument of the letter was precisely the line of argument used by the agency in question in a full-page advertisement inserted in PRINTERS' INK some five years ago. Memories are often very good on matters that some folks may figure out are forgotten. In this instance the advertising manager to whom the letter was addressed recalled vividly the full-page advertisement of the New York agency. He wrote, in effect, to the advertising-service concern: "You say you could furnish us some original ideas. Unless you can furnish a satisfactory explanation of why your letterhead and argument follow exactly the appeal of ——— of New York, inserted in PRINTERS' INK about five years ago, I am afraid that we will not have a good impression of your ability to create." The service concern explained that the similarity was a mere coincidence. Maybe it was.

* * *

"Of course, we can't advertise," said the head of a concern that controls a surfacing preparation for roads, "but we have a lot of people coming in and telling us about the wonderful results of advertising."

"Don't you collect items relating to proposed road work and get after the officials and contractors concerned?" queried the Schoolmaster.

"Oh, yes," assented the manufacturer.

"Then," said the Schoolmaster,

"when you say that you can't advertise you merely mean that there are certain large classes of mediums that you don't feel you can use profitably. Did you ever figure out that to some manufacturers the letter is one of the most important of advertising mediums, and that an advertisement in the form of a letter is just as much an advertisement as the dry-goods merchant's appeal in the newspaper?"

The manufacturer had apparently never thought of it in that way.

* * *

The organ of the Rochester Ad Club has started a column of "Pet Aversions." The new feature gets a pretty fair running start with this one:

Agency solicitors who travel on a fraternity pin and list of members in said frat, seeking younger sons whom they may devour.

Any members of the Classroom want to add something?

Resigns as Advertisement Manager of London "Times"

J. Murray Allison has resigned as advertisement manager of the London *Times*, but remains on the staff of the paper as adviser on all matters relating to advertising.

Part Time Service Offer

New York advertising agency offers to new or small advertisers, expert, personal advertising service and merchandising counsel on part time, service charge basis, in cases where attention required is more extensive than is compensated for by regular agency commissions. "P. T.," Box 392, care Printers' Ink.

America At Work

By JOSEPH HUSBAND

(Of Husband & Thomas, Chicago)

Interpretative studies of twelve great American industries: the railroad; the steel mill; the ship yard; the power house; the mine; the dynamite factory; the flour mill; the telephone exchange; the stock yard; construction work; the manufacture of concrete; the woodworking plant.

A book in which readers of *Printers' Ink* will find that vision of the romance of modern business that has inspired some of the best advertising copy of the last decade. $1.00 net, postpaid. Houghton Mifflin Company, 4 Park St., Boston.

An Export Specialist

For twenty years I have been engaged in editing export journals; planning export campaigns; writing export advertisements, circulars and follow-up letters; in supervising the preparation and translation of export catalogues; and in assisting clients to secure drawbacks, foreign patents, etc., in routing their shipments, and in making collections on their foreign accounts.

Without egotism I can say that my name would add an element of substantial value to any organization handling, or planning to handle, export advertising accounts, or to conduct foreign selling campaigns. It is familiar to many hundreds of manufacturers, especially in the Middle West. An opportunity to take charge of, or to create, an Export Department for a national advertising agency, or a manufacturer having an article capable of world-wide sale, is what I am looking for.

I would also be glad to hear from manufacturers desiring the services of an Export Counsel—to advise regarding the placing and preparation of export advertising, the handling of foreign correspondence and the planning of an export campaign in all its details. This work I am—at present, at least—in position to handle for an annual retainer or fee, depending in amount upon the nature and difficulty of the proposition. Address "E. S.," Box 391, Printers' Ink, N. Y.

SOMEWHERE

a progressive manufacturer needs a little thoroughbred to handle advertising and correspondence, to aid in sales promotion work and to help develop new territory.

University graduate, 22, now employed in lighting fixture field, wants to assist such a concern in increasing its business.

If you have an opportunity, or will create it, write now, "RIGHT NOW," Box 393, P. I.

Big National Advertisers Use Columbia Lantern Slides

Because they get results
Because they are trade builders
Because they are perfect in workmanship

COLUMBIA SLIDE CO., 21 SOUTH FIFTH AVE CHICAGO

Classified Advertisements

ARTISTS

I serve many prominent agencies, periodicals and printers as a
SPECIALIST ON LETTERING
AND DECORATIVE DESIGN
I solicit your patronage
DEININGER
309 W. 24th St., N.Y. Tel. Chelsea 1930

BILLPOSTING

10¢ a Sheet Posts R.I.
PANELLED & PILLARED BOARDS LISTED GUARANTEED SHOWING ADDRESS LAPHAM BUILDING, PROVIDENCE, R. I.
Standish-Barnes Co.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

BUSINESS OPPORTUNITY

Partner with adv. or selling ability and $2,000 capital wanted for growing N. Y. business rendering unique marketing service. Clients renew and extend. Box 965, care Printers' Ink.

Publisher wants to purchase a weekly trade paper doing a gross business of about $100,000 annually. Not necessary to give details, but simply advise that you may be interested. Box 948, P. I.

FOR SALE

One Second Hand No. 5 Flat-Bed Perfecting Printing Press—33" x 45" in perfect order, made by C. B. Cottrell & Sons Co. Address Samuel J. Shimer & Sons, Milton, Pa., for price and further particulars.

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners have consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

FOR SALE CHEAP:—11 Wing-Horton mailing machines width 1¾", in first-class condition. Change of equipment makes it necessary to sell these machines at half price. **THE FARM JOURNAL, PHILADELPHIA, PA.**

FOREIGN TRADE SERVICE

IF YOU HAVE ANYTHING TO SELL TO LATIN AMERICA, SEE GOMEZ FIRST. 602 TILDEN BUILDING, NEW YORK CITY.

HELP WANTED—MALE

An interest in a new suburban periodical enterprise, unique in plan and scope, capable of application to small cities and towns throughout the country now available. The man must have ability and either editorial or advertising experience. From $2,000 to $10,000 according to size of interest desired. "Suburban," Box 943, Printers' Ink.

HELP WANTED

Wanted by trade journal publishing house, young man experienced in make-up and competent to do occasional reporting and assist editor. Box 949, care Printers' Ink.

WANTED—Young technical graduate for general sales office work such as estimating, data, correspondence and possibly publicity work, by Turbine Company in New England; salary about $1,000.00. Box 939, c/o Printers' Ink.

WANTED—Young man with good education, clerical experience and executive ability, to manage Order Department in large garment manufacturing establishment, and take care of correspondence connected therewith. Write, giving age, full particulars regarding education, experience, etc. Address Box 938, c/o P. I.

AGENCY SOLICITOR WANTED—Age 25 to 35, with good address, education and selling knowledge of engraving, printing and general advertising to close complete service contracts with manufacturers in Ohio, Pennsylvania, West Virginia. We furnish everything any advertiser may use. Position is permanent. Applicant must sell himself to us, give full details, salary desired and send photograph to get consideration from this four-year-old recognized and growing agency. Box 950, c/o P. I.

WANTED—
Advertising Service

An established and experienced firm of production engineers and cost accountants are in need of advertising service—to extend their business.

If you have developed and carried out successfully any advertising plans of this nature either in trade papers, or direct by mail, write us.

We are at this time interested *only* in hearing from someone who has successfully done such work.

Box 963, care Printers' Ink.

LETTERHEAD

Not just letterheads, but letterheads of highest character. Finest quality stock and workmanship. A credit to your house. Only $12.50 for 5,000, $22.00 for 10,000. Oppenheimer Ptg. Co., Cin., O.

OFFICE FOR RENT

Half choice office for rent. Advertising man, stationer, etc. Opportunity permanent tenant. Preferably one in part of day. Subway in building. Call after 4 P.M. Room 225, 30 East 42nd St., N.Y.

POSITIONS WANTED

Advertising Solicitor with first class credentials wants position with technical paper, building materials, machinery or kindred line. Box 957, c/o P. I.

Accountant or Office Manager

At your service after January 31st. Agency experience. A-1 references and qualifications. Moderate salary. CONSCIENTIOUS, Box 944, c/o P. I.

Commercial artist, young man. Have done general ad work and figure drawing for newspaper and agency advertising. Wish situation in another city. Samples. Box 966, care Printers' Ink.

FASHION WRITER

Capable Woman, specializes in women's wear. Writes forceful copy, understands merchandise; good executive; takes charge of correspondence or any branch of mail-order work. Box 951, P. I.

WILL INVEST $30,000

Can you, Mr. Manufacturer, use a man who has creative artistic ability, some mechanical talent, and a clear understanding of the principles of advertising? I will work for a nominal salary for six months or a year before investing capital. Box 960, care Printers' Ink.

THE EASTERN REPRESENTATIVE of a leading trade paper wants non-traveling position. Experience and training equip him for important work in your publicity or sales department. Box 941, care Printers' Ink.

ADVERTISING MANAGERS' ASSISTANT

Age 23—Can handle department's details, correspondence, buy printing, art work, engraving, lay out and write ads, booklets, folders, house organ, etc. Good ideas for dealer service department. Experienced with manufacturer—now with agency. Reasons for change, samples of work and references cheerfully sent. Will go anywhere. ASSISTANT, 625 BOURSE BLDG., PHILA.

RETAILING,
MERCHANDISING,
SALES MANAGING,
ADVERTISING.

For 12 years these fields have been successfully filled by a man with a personality who desires a connection with a manufacturer or large retail establishment, located in the South or Southwest. At liberty March 1st.
Box 946, c/o Printers' Ink.

Young man, 25, solicitor or any branch of advertising, desires permanent connection where ability and endeavor count; 4 years with large publisher; state full particulars in first letter. Box 940, c/o Printers' Ink.

ADVERTISING MANAGER OF manufacturing concern in Troy wishes to relocate in New York in a similar capacity or as an assistant. Nine years' experience with large agencies, advertiser, and publisher. Excellent credentials. Age 25. Salary Secondary. Box 953, care Printers' Ink.

Experienced Solicitor and executive of successful record, favorably acquainted N. Y. City and throughout Eastern territory, including New England, offers services to well rated publication; highest references; correspondence confidential. Box 952, care Printers' Ink.

YOUNG MAN, 23, WITH SPECIAL experience in dealer co-operation with family of electrical products wants position as assistant to advertising manager. Experienced as layout and make-up man. Practical correspondent. Has executive ability. Now in Managerial position with class papers. Box 970, care Printers' Ink.

Ambitious, energetic young man, with executive ability and initiative, wants permanent position with opportunity for advancement. (Prefer Philadelphia.) General advertising, sales department work, dealer co-operation, mail-order methods. Can prepare advertisements, advertising literature, sales letters, follow-up systems, etc. Know printing and engraving details. Good correspondent. Ten years' practical experience. Thoroughly competent and efficient. Can produce results. Age 30. References. Moderate salary. Box 954, c/o P. I.

YOU CAN SECURE HIGH GRADE ADVERTISING MANAGER SERVICE AND COUNSEL AT LOW COST by using part-time service of experienced advertising man. The very thing for a few firms in or near Boston who cannot afford to employ resident advertising manager. Box 942, care Printers' Ink.

NEWSPAPER PROMOTION MAN—At liberty March 1st. Successful in every line of advertising promotion, builder of permanent business and actual result getter for advertisers. Have been associated with big propositions and have accumulated many plans and constantly producing new and novel ideas. Southern or Southwest city preferred. Box 947, c/o Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

Old established weekly, in one of the largest Eastern cities, for sale cheap on account of the death of the owner and to enable the executors to settle the estate. Has always paid a handsome profit and is still paying a profit. For particulars address Tracy L. Sanborn, 141 Milk Street, Boston, Mass.

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AN ADVERTISING MANAGER

who renders exceptional *service* climbs from one big success to another.

A manufacturer who renders exceptional *service* to his dealers and the public becomes the leader in his line.

A merchant who renders exceptional *service* reaps the benefit of exceptional patronage and profits.

Likewise with newspapers. *Service* is, and always will be, the key to great success. *In 1915*—entirely through rendering unusual service to advertisers and to readers—*The Chicago Tribune printed MORE ADVERTISING THAN ANY OTHER NEWSPAPER IN AMERICA.*

The Chicago Tribune

The World's Greatest Newspaper
(Trade-mark Registered)

Circulation over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

UNIVERSITY OF N.C. AT CHAPEL HILL
00032860244